

PROPERTY
NUMBER
C. 740

PROPERTY OF
PUBLIX THEATRES CORPORATION
SAM KATZ, PRESIDENT



PUBLIX OPINION

VOL. III

JUNE 20, 1930 TO DEC. 26, 1930

THIS FILE IS NOT
TO BE CUT OR
MUTILATED IN ANY MANNER

**These Volumes are NOT
to be cut or mutilated
in any manner.**



Copy or Photostat anything
you wish to reproduce.



Do not remove these volumes
from your theatre or office.

Strict accountability for these
books must be made by you
to your successor, in the event
of your transfer.

PUBLIX THEATRES
CORPORATION
SAM KATZ, *President*

FOREWORD

THE presentation of this third and last bound volume of Publix Opinion to Paramount Publix Showmen calls for but little comment. By this time, the aims, policies and general operating principles of this publication should be familiar to everyone.

It may not be amiss, however, to stress once again that Publix Opinion is not the product of its editorial staff but of everyone in Publix. Whatever value this collection has as a condensed, tabulated and practical guide to effective showmanship—and we believe it has such a value—must be attributed to Publix manpower throughout the circuit, whose activity it reflects.

Therefore, it is fitting at this time that proper credit be given to the numerous known and “unknown soldiers” in Publix whose efforts made this bound volume possible; to executives in the Home Office, from Mr. Katz down, who cheerfully gave of their valuable time, thought and experience to make this a more useful publication; and, finally, to the capability, tireless energy, and hearty enthusiasm of Messrs. Robert Faber, Kenneth K. Hansen, and Leo Pillot of the staff of Publix Opinion who, unheralded and unsung, have aided in accumulating, compiling, editing, writing and shaping this quintessence of Publix brainpower into its present lasting form.

J. ALBERT HIRSCH
Editor

Merchandising Policy and Operating Index

for

"PUBLIX OPINION"

Bound Volumes—One, Two and Three
Vol. I-II-III, April 24th, 1927, thru Nov. 1, 1929
Vol. III, Nov. 8, 1929, thru Dec. 26th, 1930

ADVERTISING

DIRECT MAIL

	Date of Issue	Page No.
Christmas	Dec. 13, '29	4
Hotel tie-up	May 11, '29	4
"	Mar. 7, '30	11
Institutional	Dec. 27, '29	8
Postal Cards	April 4, '30	11
Promoting theatre parties	May 30, '30	11
Rubber-stamp merchant		
mail	Oct. 3, '30	8
Rural	Feb. 14, '30	5
To Doctors	Oct. 17, '30	8
To Dog-Owners	Aug. 22, '30	7
To Farmers	Sept. 26, '30	8
To Lawyers	July 25, '30	11
To Men	Nov. 29, '29	10
To Merchants	Sept. 19, '30	8
To Teachers	Jan. 10, '30	11
"	Oct. 10, '30	8

FRONT AND LOBBY

General

Banners	Oct. 27, '28	7
"	Oct. 11, '29	7
Baseball scoreboard on marquee	Nov. 22, '29	5
Blown-up wires	Feb. 25, '28	7
Christmas tree	Dec. 27, '29	3
Cut-out ideas	Dec. 31, '29	3
"	Aug. 3, '29	3
Cut-out reproductions	May 30, '30	6
Cut-out title letters across street	Feb. 4, '28	2
"	July 20, '29	3
Decorations	Sept. 5, '30	8
Descriptions	Jan. 24, '30	8
"	Mar. 28, '30	3, 5
"	April 4, '30	10
"	May 2, '30	5, 10
"	May 16, '30	14
"	May 23, '30	6, 11
"	June 6, '30	3, 9
Displays		
Automatic Typewriter	Jan. 17, '30	11
"	April 11, '30	9
Boy Scout Exhibit	July 18, '30	10
Coins	April 18, '30	4
Coming Product	Aug. 1, '30	10
"	Aug. 22, '30	7
Cosmetics	Aug. 3, '29	4
Cuckoo Clock	Aug. 22, '30	10
General	Aug. 29, '30	8
Glider	May 16, '30	14
Honey	May 2, '30	8
"	May 16, '30	14
Log Cabin	Sept. 5, '30	5
Luggage	Nov. 15, '29	7
Miniature plane	June 6, '30	10
Miniature stage	June 20, '30	12
Miniature Zeppelin	June 6, '30	7
Miscellaneous	Nov. 15, '29	6
"	Nov. 22, '29	4
Nautical	June 6, '30	6
"	June 20, '30	6
"	July 18, '30	10
"	Aug. 29, '30	9
Sporting Goods	May 16, '30	14
Tintypes	June 20, '30	10
Electrical Advertising	Aug. 3, '29	5
"	Sept. 14, '29	11
Garden effect	April 27, '29	11
Improvised banner spot	April 27, '29	5
Industrial Exhibit	Oct. 17, '30	8
Jungle effect	May 11, '30	4
Living billboard	Oct. 3, '30	10
Marquee Calendar	June 20, '30	9
Marquee sign	Aug. 15, '30	7
"	Aug. 22, '30	7
Miniature Stage	Oct. 11, '29	7
"	Feb. 7, '30	7
"	Mar. 21, '30	6
Pillar Frames	June 20, '30	6
Reproductions	June 31, '28	8
"	Mar. 30, '29	11
"	Sept. 14, '29	5
"	Nov. 15, '29	2, 4
"	Nov. 22, '29	11
"	Jan. 10, '30	11
"	Jan. 17, '30	8
"	Feb. 7, '30	11
"	Feb. 28, '30	3, 4

Reproductions (Continued)

	Date of Issue	Page No.
"	Mar. 21, '30	7
"	April 4, '30	6, 10
"	April 25, '30	4
"	May 2, '30	8, 9
"	May 23, '30	11
"	May 30, '30	6, 7
"	June 6, '30	9
"	Aug. 8, '30	7
"	Sept. 19, '30	6
"	Nov. 28, '30	8
"	Dec. 12, '30	4, 5
"	Dec. 26, '30	12
"	Aug. 3, '29	10
Selling Coming Attractions	Sept. 14, '29	4
"	Sept. 27, '29	7
"	Dec. 20, '29	6
"	July 4, '30	4
"	Aug. 15, '30	8
Shadow Boxes		
Idea	Oct. 11, '29	6
Reproductions	April 27, '29	9
"	May 30, '30	6
Talking	Oct. 25, '29	6
Spanish Balcony	Mar. 26, '28	5
Stud-light Reproductions	Sept. 15, '28	7
"	Nov. 29, '29	6
Trick Mirror	Oct. 11, '29	6
"	Oct. 25, '29	6
Use of Color	Sept. 14, '29	11
Vietrola Ballyhoo	Aug. 17, '29	11

Picture Treatments

Animal Picture	Dec. 22, '28	5
"	July 25, '30	7
"	Aug. 1, '30	11
Auto Racing Picture		
Miniature track	Oct. 25, '29	7
Aviation picture		
Model plane display	June 20, '30	8
"	Aug. 3, '29	4
Plane in lobby	Jan. 5, '29	4
"	June 20, '30	5
Plane on Marquee	Dec. 22, '28	10
"	Dec. 8, '29	5
Wind Tunnel	Jan. 3, '30	9
Football Picture	Nov. 15, '29	7
"	Nov. 22, '29	7
Gambling Theme	July 11, '30	5
"	Sept. 5, '30	8
"	Dec. 26, '30	9
Mystery Picture		
Display	Nov. 8, '29	6
Silhouetted hand on front		
Harvester, Vol. 1, No. 6		
Nautical Picture	Sept. 27, '29	2
"	Sept. 19, '30	11
"	Oct. 31, '30	6
"	Dec. 26, '30	8
"	Jan. 5, '29	6
Rowboat display		
Railroad Picture		
Toy Railway	Sept. 29, '29	7
Wreck Simulated	Jan. 19, '29	5
Underworld Picture	Oct. 10, '30	12
War Picture		
Trenches Simulated	Mar. 15, '29	3
"	Aug. 31, '29	5
"	June 6, '30	6
"	June 20, '30	5

HERALDS

Attraction Calendars	Jan. 31, '30	9
"	Mar. 28, '30	9
"	Aug. 1, '30	11
Beaded	Sept. 5, '30	6
Blotters	Nov. 22, '29	7
Co-operative	Dec. 27, '29	9, 11
"	Feb. 28, '30	11
Distributed by carrier boys	June 6, '30	8
Distribution in Crowds	Nov. 1, '29	6
Distribution on Race Track		
Trains	June 6, '30	8
Door Hangers	Nov. 24, '29	2
"	Aug. 3, '29	3
"	Aug. 1, '30	10
Etiquette pamphlet	May 30, '30	11
Football	Nov. 29, '29	8
"	Jan. 17, '30	11
"	Feb. 7, '30	4
Free Tabloids	June 13, '30	11
Gold nuggets	Jan. 3, '29	8
Guest Tickets	Aug. 3, '29	4
In envelopes	Jan. 3, '29	3
"Invitations"	April 11, '30	10

	Date of Issue	Page No.
Mailed by Radio Dealer	July 4, '30	7
Megaphones	Sept. 14, '29	2
Money Wrappers	Nov. 14, '30	5
Newspaper Overprinted	Sept. 12, '30	10
Numbered	Feb. 7, '30	5
Parking Regulations	Aug. 3, '29	11
Personal endorsements	Sept. 20, '29	4
Pluggers	Aug. 22, '30	10
Plugging Catchword Title	Nov. 8, '29	7
Refrigeration	July 20, '29	6
Shop Early	Dec. 20, '29	4
Simulating Drivers' license	Aug. 1, '30	4
Simulating Legit Theatre Tickets	Aug. 31, '29	10
"	Jan. 17, '30	10
Simulating Night Club		
Checks	April 27, '29	5
Simulating Passes	April 13, '29	6
Simulating Subpoenas	Sept. 5, '30	10
Simulating Wedding Invitations		
"Statement"	Sept. 26, '30	2
Tokens	April 18, '30	7
Valentines	Mar. 7, '30	9
"	Mar. 19, '28	5

NEWSPAPER

Co-operative

See THE-UPS, Newspaper, Circulation, Want-Ad Contests, Want-Ad Exploitation

Ads reproduced	May 25, '29	4
"	Nov. 15, '29	9
"	Nov. 22, '29	11
"	Jan. 17, '30	10
"	July 25, '30	7
"	Aug. 15, '30	9
"	Aug. 22, '30	7
"	Sept. 5, '30	6, 9
"	Sept. 19, '30	6, 7
"	Oct. 31, '30	7
Aviation Picture	Jan. 17, '30	6
"	Oct. 17, '30	11
"Bad Weather"	Jan. 10, '30	9
Department Stores	Sept. 14, '29	5
Jewelry	Oct. 25, '29	6
Men's Furnishings	Mar. 30, '29	5
M.C., Organizer	Dec. 20, '29	10
Merchants	Dec. 27, '29	9, 10
"	Jan. 3, '30	7, 10
"	Jan. 17, '30	11
"	Feb. 14, '30	9
"	Feb. 28, '30	8
"	Mar. 21, '30	7
"	April 11, '30	6, 7
"	April 18, '30	7
"	April 25, '30	7
"	May 2, '30	4, 9, 12
"	May 23, '30	6
"	June 6, '30	11
"	July 4, '30	7
"	July 25, '30	11
"	Aug. 1, '30	3
"	Aug. 15, '30	8
"	Aug. 22, '30	2, 5, 11
"	Sept. 12, '30	9
"	Sept. 26, '30	7
"	Dec. 12, '30	8
"	Dec. 6, '29	5
"	Dec. 13, '29	8
"	Dec. 20, '29	2
"	Dec. 6, '30	2
Merchants Assn.	Aug. 31, '29	10
Music Dealers	Feb. 2, '29	6
Newspapers		
Free for distributing papers	June 22, '29	9
Paramount Still Service	Sept. 26, '30	5
Plugging Matinees	Nov. 15, '29	7
"	Jan. 3, '30	3
Plugging Motion Pictures	April 27, '29	3
"	June 8, '29	4
"	Nov. 22, '29	5
"	Feb. 28, '30	2
"	May 2, '30	7
Plugging Theatres	May 30, '30	8
Radio Dealers	Oct. 18, '29	3
"	Oct. 25, '29	4
"	Dec. 13, '29	8

	Date of Issue	Page No.
Radio Dealers (Continued)	Jan. 3, '30	3
"	Feb. 7, '30	9
"	Feb. 14, '30	4
"	Mar. 28, '30	6
"	April 4, '30	7
"	May 2, '30	6, 8
"	Sept. 12, '30	5
"	Oct. 3, '30	10
"	Oct. 10, '30	7, 9
Refrigerator Dealers	Sept. 14, '29	8
"	Aug. 15, '30	7
"	Dec. 26, '30	10
Star Picture Contest	Oct. 11, '29	6

General

Ad Check	May 30, '30	3
Ad Schedules	Sept. 14, '29	1
Ad-Tips	Feb. 15, '29	4
"	Mar. 2, '29	4
"	Mar. 16, '29	2
"	Mar. 30, '29	2
"	April 27, '29	2, 4
"	May 11, '29	4, 11
"	Aug. 3, '29	5
"	Aug. 17, '29	1
"	Sept. 14, '29	11
"	Sept. 27, '29	6
"	Nov. 29, '29	4
"	Dec. 6, '29	4
"	Mar. 28, '30	11, 12
"	April 4, '30	3, 11
"	Aug. 1, '30	3
Advertising Is Selling	Jan. 28, '28	2
"	Feb. 4, '28	3
"	May 11, '29	10, 11
"	May 25, '29	8, 9
"	Sept. 20, '29	5
Amusement Rates	Dec. 26, '30	5
Analyze Expenditures	July 25, '30	1
"Blue Monday" ad	Nov. 22, '29	6
Capitalizing on Paramount's national ads	Sept. 15, '28	6
Catchlines	April 30, '28	6
"	May 7, '28	1
Contacting Transients	Aug. 1, '30	3
"	Aug. 15, '30	5
Copy		
Appeal analysis	Feb. 21, '30	8
Copy check, adjectives	Feb. 21, '30	8
For "Pinks"	Nov. 14, '30	3
Fifty-three styles	Jan. 3, '30	11
Effective ads reproduced	May 14, '28	3
"	Feb. 15, '29	7
"	Dec. 27, '29	8
"	Jan. 3, '30	6
"	Feb. 21, '30	2, 7
"	Feb. 28, '30	8, 9
"	Mar. 14, '30	10
"	Mar. 21, '30	4, 10, 11
"	Mar. 28, '30	7
"	April 11, '30	6
"	June 6, '30	8
"	June 20, '30	6
"	Nov. 28, '30	4
"	Dec. 12, '30	3, 4
Engraving		
Benday Charts	April 13, '29	4
"	April 27, '29	7
"	May 11, '29	9
"	May 25, '29	7
"	June 8, '29	9
Bourges Service	Mar. 31, '29	4
"	May 2, '30	13
Paratone Shading Medium	Oct. 10, '30	10
Ross Board	June 22, '29	6, 7
Use of Benday	May 25, '29	2
Figuring Space Costs	Sept. 15, '28	4
Layout		
From production still	Jan. 21, '28	2
Idea for picture from popular magazine story	June 6, '30	8
Quoting Local Celebrities	Oct. 3, '30	7
Reducing Amusement Ad rates	Aug. 17, '29	10
"	Aug. 31, '29	11
Refrigeration Ad-Selling newsreel	May 9, '30	10
"	Oct. 3, '30	7
Sig Cuts	Nov. 8, '29	5
"	Nov. 24, '30	2
Small Ads with punch	Dec. 8, '28	11
Sunday Matinees	Nov. 15, '29	3
"	Nov. 29, '29	10
"	Aug. 8, '30	5
Tired Ads Won't Sell	Dec. 12, '30	5
Ten Commandments	Feb. 25, '28	6
Theatrical Advertising	Feb. 14, '30	11
Typography	Aug. 6, '28	6
"	May 30, '30	8, 9

Institutional

Ad reproductions	Dec. 8, '28	8
"	Mar. 21, '30	9, 11
"	May 23, '30	6
Copy and Ideas	June 30, '28	7
"	Mar. 14, '30	11
Facts	Aug. 17, '31 in toto	
Items to Sell	Dec. 27, '29	4
Story by W. K. Hollander	Mar. 21, '30	8, 9

OUTDOOR

Banners	Oct. 11, '29	3
"	Oct. 25, '29	7
"	Feb. 21, '30	2
"	Mar. 7, '30	11

	Date of Issue	Page No.
Billboards on extended runs	Mar. 30, '29	2
Check on Showings	Jan. 7, '29	5
Free Board	Sept. 14, '29	8
Institutional Paper	Oct. 31, '30	9
Jumbo wires as 24 sheets	May 30, '30	6
Parking signs	June 6, '30	5
Policy	Jan. 3, '30	2
Roadside signs	Nov. 22, '29	12
Talking Billboard	June 20, '30	8
Tennis Net across street	Sept. 26, '30	4
Suspended Cut-out	Dec. 12, '29	12

POSTERS

Animated	May 2, '30	6
Attraction calendar	Jan. 24, '30	6
Balopticon reproduction	Feb. 28, '30	4
Color combinations	May 11, '29	9
From magazine reviews	Jan. 17, '30	3
"	Jan. 24, '30	3
From product books	Sept. 20, '29	4
"	Nov. 1, '29	3
"	May 23, '30	4
In hotel lobbies	April 4, '30	7
Pictorials for windows	June 8, '29	11
Pointers	Dec. 26, '30	9
Remade Merchant posters	Sept. 12, '30	11
Reproductions	April 2, '30	3
"	June 30, '28	9
"	Oct. 27, '28	2
"	Feb. 16, '29	6
"	Sept. 20, '29	6
"	Nov. 15, '29	4, 7
"	Nov. 29, '29	6
"	Dec. 27, '29	3
"	Jan. 10, '30	11
"	Feb. 7, '30	8
"	Mar. 21, '30	6, 7
"	July 4, '30	8
"	July 25, '30	7
"	Sept. 19, '30	10, 11
"	Sept. 26, '30	5
"	Dec. 26, '30	9
Requirements	June 27, '30	11
Sell Shows, Not Art	April 13, '29	2
Stills on star-name	Sept. 20, '29	3
Talking	Dec. 27, '29	10
"	April 11, '30	10
"	Aug. 15, '30	10
Utilizing Product Book	Sept. 19, '30	3

RADIO

Air Preview	July 18, '30	8
Photo Offer	Nov. 28, '30	4
Radio merchandising	Sept. 14, '29	3
"	Oct. 4, '29	5
"	Nov. 29, '29	5, 10, 11
"	Dec. 5, '29	6
"	Dec. 27, '29	7, 9, 11
"	Jan. 3, '30	3
"	Jan. 10, '30	3, 4
"	Jan. 17, '30	4, 8, 9
"	Jan. 24, '30	4, 9
"	April 4, '30	4, 8, 11
"	April 11, '30	9
"	April 18, '30	4, 11
"	April 25, '30	6
"	May 2, '30	12, 14
"	May 9, '30	2
"	May 23, '30	9
"	May 30, '30	11
"	June 6, '30	7
"	June 20, '30	6
"	July 4, '30	5, 6
"	July 18, '30	9
"	July 25, '30	4
"	Aug. 15, '30	12
"	Oct. 31, '30	4
"	Nov. 14, '30	6
"	Dec. 12, '30	6
"	Dec. 26, '30	7
Radio Salute	Aug. 22, '30	2
School Broadcast	Dec. 12, '30	4
Song Contest	Oct. 10, '30	9
Station Rates	Aug. 29, '30	3

TRAILERS

Anniversary	May 2, '30	15
"	May 9, '30	3
Balcony seats	Mar. 30, '30	9
Civic	Aug. 15, '30	7
Coming attractions	April 27, '29	12
Date strips	Nov. 15, '29	4
"	Mar. 14, '30	2
Exceptional Picture General	June 6, '30	11
"	Oct. 11, '29	2
"	Nov. 15, '29	5
"	Jan. 17, '30	7
"	Feb. 7, '30	8
"	Feb. 14, '30	7
"	Mar. 21, '30	10
"	Mar. 28, '30	5
"	June 27, '30	10
Institutional	Mar. 28, '30	5
"	June 11, '28	2
"	July 11, '30	10, 11
Locally made	Sept. 19, '30	6
"	Oct. 17, '30	10
"	Sept. 14, '29	6
Mystery picture	Nov. 15, '29	6
Presentation idea	Feb. 14, '30	1, 2
"	April 25, '30	10
"	May 2, '30	3, 7

	Date of Issue	Page No.
Prologues	Aug. 15, '30	4
"	Aug. 22, '30	9, 10
"	Aug. 29, '30	3, 8
"	Sept. 12, '30	9
"	Sept. 19, '30	6
Refrigeration	May 11, '29	3
"	June 6, '30	8
Sell shows economically	Jan. 19, '29	2
"	Mar. 21, '30	12
Silence	Mar. 30, '29	12
"	June 6, '30	6
Speak-O-phone	Jan. 31, '30	3
"	Mar. 28, '30	10
Theatre Opening	Jan. 24, '30	3

PUBLICITY

NEWSPAPER

General

Anniversary	July 4, '30	10
Clip sheets	Sept. 20, '29	4
Composite photo	Sept. 14, '29	5
"Credo of a Critic"	Sept. 20, '29	2
Critic's "Dope Sheet"	April 30, '28	3
Deaf fan story	Dec. 6, '29	10
Develop local angles	Oct. 3, '30	1
Editorial on Sound	Oct. 25, '29	4
Feature story	Sept. 26, '30	3
First-time patron	Dec. 26, '30	12
Football	Oct. 31, '30	10
Getting theatre news into papers	May 14, '28	editorial
"	Mar. 30, '29	9
"	April 27, '29	11
"	Feb. 7, '30	10
"	Feb. 14, '30	8
"	Mar. 28, '30	5
Hay fever story	April 4, '30	8
Hays Story	April 11, '30	4, 5
"	Sept. 26, '30	7
Inform editors on newsreel scoops	Sept. 20, '29	8
Interviews	Aug. 17, '29	2
Invite Fire Chief to Drill	Aug. 15, '30	10
"	Aug. 22, '30	10
"	Aug. 15, '30	10
Judge Mentions Film	Aug. 22, '30	3
Localize National story	Mar. 30, '29	9
Local names tied-in	Feb. 7, '30	4
Mayor's photo always lands	June 22, '29	3
"	Oct. 11, '29	3, 5
Movies are News	Nov. 22, '29	10
"	May 23, '30	9
"	June 13, '30	11
"	July 11, '30	1
"	Aug. 8, '30	3, 6
"	Oct. 3, '30	1
"	Oct. 31, '30	7
"	Dec. 26, '30	6
Movie Sections	Aug. 1, '30	8
Newspaper Good-Will	Jan. 31, '30	9
Out of Town	Mar. 16, '29	2
"	July 20, '29	11
"	Dec. 27, '29	11
Plant Human Interest Stuff	Sept. 19, '30	3
Poster Artist	Sept. 12, '30	11
Quote Oculist—"Movies Good for Eyes"	Sept. 19, '30	6
Reporter planted in band for feature	April 30, '28	3
Start or End of Daylight Savings	Sept. 19, '30	1
"	Oct. 31, '30	10
Stories Planted	Nov. 24, '28	5
Talent Runs Paper	Aug. 22, '30	10
Theatre Guide	Nov. 15, '29	12
Tips	Oct. 25, '29	5
"	Nov. 22, '29	11
"	Dec. 13, '29	4
"	Jan. 24, '30	10
Use paper's name in story or photo	Sept. 19, '30	9
"	Sept. 26, '30	11

Institutional

Acoustics story	June 11, '28	1
Architectural story	Jan. 10, '30	10
Benefit show	May 2, '30	10
Civic Club speech	Oct. 10, '30	10
"	Oct. 17, '30	3
Column by manager	May 2, '30	12
Columnist comment	Oct. 10, '30	10
Crippled Children matinee	Aug. 3, '29	5
Facts	Aug. 17, '30 in toto	
Fire dept. officials at fire drill	Oct. 18, '29	4
Hostess story	April 4, '30	6
Lost and Found story	April 30, '28	2
"	July 6, '29	10
Night cleaner's story	April 18, '30	8
On novel lobby features	Oct. 3, '30	5
One-price story	Feb. 16, '29	6
Organ stories, pictures, window display	Dec. 22, '28	6, 7
"	Dec. 27, '28	8
Party for Old People's Home inmates	Dec. 26, '30	15
Photograph Governor receiving pass	Mar. 2, '29	2
Playground Club theatre party	Dec. 20, '29	11
Poster Artist Story	Sept. 27, '29	5
Promotion story	May 30, '30	11

	Date of Issue	Page No.
Service stories	Jan. 3, '30	3
" "	Feb. 21, '30	10
" "	April 18, '30	7
Sound checker story	Aug. 3, '29	6
" "	Sept. 27, '29	2
Sound stories	Dec. 20, '29	11
Stories on improvements	Oct. 3, '30	8
Story on "Promotion From Within" policy	Oct. 3, '30	3
Stories—general	May 25, '29	5
" "	July 20, '29	11
" "	Aug. 3, '29	7
" "	April 4, '30	9
Theatre Party for Blind	Feb. 2, '29	6
Ventilation story	Oct. 3, '30	3

Personalities

See EXPLOITATION, Personalities

Biography of M.C.	Sept. 26, '30	7
Column by personality	Feb. 2, '29	3
" "	April 27, '29	9
" "	April 4, '30	11
Fall Hat Season	Dec. 26, '30	5
General	July 4, '30	5
Hot Weather	Sept. 12, '30	9
Photographed reading paper	Nov. 8, '28	3
" "	April 13, '29	4
Pose with local celeb	Sept. 19, '30	7
Pose with visiting celeb	Sept. 26, '30	7
Selling papers	April 13, '29	4
" "	May 25, '29	7

Pictures -- Stars

Advance bookings	Mar. 28, '30	3
Amusement page spreads by paying cut costs	June 6, '30	11
Ballyhoo cowboy photographed with copy of paper	June 6, '30	11
Boy Scouts as guests	Mar. 30, '29	5
Coming attractions	Jan. 19, '29	2
Special section	Sept. 14, '29	4
Editorials	Sept. 27, '29	7
" "	Oct. 11, '29	5
" "	Feb. 14, '30	5
" "	July 25, '30	11
" "	Sept. 5, '30	10
Fan Mail stories	June 30, '28	8, 9
" "	Mar. 2, '29	6
" "	Sept. 14, '29	7
" "	Oct. 11, '29	7
" "	Nov. 29, '29	7
Feature on locally known player	Sept. 26, '30	11
Feature stories on stars	Nov. 22, '29	7
Film delivered by plane	Sept. 26, '30	6
Foreign language papers	May 2, '30	10
Interview local lights on film	Sept. 19, '30	2
"Inquiring Reporter"	July 20, '29	12
" "	May 2, '30	5
Journalistic picture	Aug. 25, '28	7
Frame still with page of local paper	June 8, '29	5
" "	Sept. 19, '30	3
Ushers visit plant	July 20, '29	8
Letter from Governor	Sept. 19, '30	10
Mystery picture—guess ending	Mar. 30, '29	5
" "	Sept. 27, '29	6
" "	May 9, '30	10
Phone interview with star	Oct. 18, '29	3
" "	Nov. 15, '29	6
" "	Nov. 29, '29	11
Plant novelizations	Oct. 18, '29	4
" "	Feb. 28, '30	11
Plant photos	July 4, '30	2
Previews		
Book clubs	June 8, '29	8
Critics	Mar. 28, '30	11
" "	Aug. 15, '30	5
Newspapermen	July 4, '30	2, 6
" "	July 11, '30	2
" "	Aug. 8, '30	5
" "	Aug. 22, '30	12
Judges, lawyers (trial sequence)	June 8, '29	2
Technicolor process story	Jan. 3, '30	9
Underworld picture		
Photo police official inspecting bank vault	April 31, '29	6

EXPLOITATION

BALLYHOOS

Alligators	Sept. 19, '30	4
Ambulance	Sept. 14, '29	8
Antiquated car	Aug. 29, '30	11
" "	Oct. 3, '30	10
Automobile singers	Aug. 31, '29	7
Baby carriages	Sept. 5, '30	9
Balloon	Nov. 1, '29	7
Band	Oct. 4, '29	5
Band in pajamas	Jan. 3, '30	9
Banjoist	June 6, '30	6
Boat on wheels	Aug. 1, '30	2
Boxing bout on marquee	Oct. 3, '30	10
Boys with ladder	Jan. 10, '30	11
Boys' Band	Aug. 22, '30	6
Buglers	Nov. 15, '29	8

Calliope	April 4, '30	7
Cameraman	Oct. 31, '30	9
Card manipulator	Oct. 3, '30	8
Carry-all	Mar. 21, '30	3
Chinaman	Aug. 1, '30	10
Crown	Aug. 31, '29	10
" "	May 30, '30	6
Covered wagon	May 23, '30	10
Cowboy minstrel	Aug. 15, '30	10
Cut-out in bird cage	Mar. 19, '28	5
Cut-out in cage	Jan. 3, '30	7
Cut-out in wheel chair	Mar. 26, '28	4, 5
Decrepit car	June 8, '29	6
" "	Oct. 11, '29	6
Deep sea diver	Oct. 10, '30	10
"Detective"	Aug. 17, '29	11
" "	May 9, '30	9
Drum corps	Dec. 27, '29	6
Dummy	Dec. 27, '29	3
" "	May 2, '30	15
" "	Sept. 19, '30	6
Dummy on pole	Sept. 26, '30	2
Elephant	May 23, '30	12
Float in parade	Dec. 26, '30	9
"Forty and Eight" car	Feb. 25, '28	7
" "	Sept. 19, '30	6
" "	Dec. 12, '30	11
Girl	Aug. 29, '30	11
Girl in newspaper dress	Nov. 22, '29	3
Girl in slicker, umbrella	Nov. 29, '29	5
Girl violinist	Nov. 1, '29	3, 6
Girl on truck	Jan. 31, '30	3
Girl with hatbox	Nov. 15, '29	7
Handcuffed man	Sept. 19, '30	6
Handcuffed woman	April 27, '29	8
Headless man	Feb. 25, '28	7
Hombres 40 Chevaux 8 car	Sept. 19, '30	6
" "	Aug. 6, '28	3
Horse and buggy	Sept. 26, '30	8
Horse car	July 25, '30	6
Horse van	July 4, '30	8
Human fly	May 2, '30	14
Kitchen on truck	April 11, '30	11
Labeled car	Sept. 12, '30	6
Large drum	Feb. 14, '30	6
Limousine	May 30, '30	6
" "	Feb. 7, '30	5
Mammoth tire	July 25, '30	8
Man in Cell	May 28, '28	1
Man in convict costume	June 6, '30	11
Man in divided costume	June 11, '28	9
Man in evening clothes	Sept. 5, '30	6
" "	May 23, '30	2
Man in kilts	Aug. 31, '29	8
Man in pajamas	Oct. 11, '29	3
" "	Feb. 25, '28	7
Man on bannered horse	Mar. 21, '30	11
" "	June 20, '30	6
Man with telescope	Jan. 10, '30	3
Man with red flag	Oct. 3, '30	18
Marathon dancers	Sept. 12, '30	10
Masked man	Jan. 24, '30	7
Masked car	July 4, '30	6
" "	June 27, '30	11
Masked ushers	Nov. 15, '29	11
Night-flying airplane	Feb. 21, '30	4
" "	Aug. 1, '30	8
Orchestra on marquee	May 7, '28	2
Patrol Wagon	April 2, '28	3
Perambulating book	Oct. 18, '29	6
Piano, talent on truck	May 30, '30	11
Plane drops guest tickets	Mar. 14, '30	6
Plane tagged for parking	May 16, '30	3
" "	Aug. 1, '30	4
Pony	Feb. 16, '28	5
Poster trucks	Nov. 1, '29	6
" "	April 13, '29	2
" "	Nov. 22, '28	10
" "	Nov. 29, '29	3
" "	Mar. 7, '30	11
Records	May 23, '30	9
Robot	June 6, '30	7
Rope Artist	Aug. 3, '29	3
Rube couple	Sept. 12, '30	6
Soldier	Dec. 13, '29	10
Staff costumed	Aug. 22, '30	11
" "	July 4, '30	5
Stage coach	July 18, '30	8
Stickers on car	Aug. 15, '30	10
Straw Hat in winter	Dec. 27, '29	7
Street car	Mar. 21, '30	4
See Tie-Ups—Street Railway		
Street car	Aug. 22, '30	5
Stilt Walker	Aug. 29, '30	7
Stretcher	Nov. 1, '29	3
" "	Dec. 13, '29	9
Style contrast	Oct. 4, '29	7
Tandem bicycle	Aug. 22, '30	7
" "	Sept. 19, '30	8
Taxicab	Aug. 6, '28	6
Tractor	Aug. 3, '29	11
Tree-sitter	Sept. 19, '30	2
Victrola	Aug. 15, '30	5
Walking clock	July 25, '30	6
Wrecked car	Aug. 8, '30	8

CONTESTS

General

Amateur photography	July 4, '30	10
Auto license	Mar. 7, '30	3
Banjo	June 6, '30	9
Beauty	Aug. 22, '30	9
" "	Sept. 19, '30	7
Best dressed dog	Sept. 26, '30	4
Candle Guessing		
Anniversary	Jan. 3, '30	3
Picture	April 18, '30	7

Coiffure	Aug. 15, '30	8
Coloring (Co-op ad)	Nov. 1, '29	6
Dancing	April 11, '30	10
"Dizzy Lizzy"	Nov. 29, '29	9
"Double"	Jan. 10, '30	6
Essay	Jan. 3, '30	8
Football	Jan. 3, '30	8
"Fishing" in lobby	June 6, '30	9
Foreign language translation	June 8, '29	9
Hat designing (millinery tie-up)	April 27, '29	7
Hobby lobby	July 25, '30	3
" "	Aug. 22, '30	3
Ice melting	Sept. 14, '29	8
" "	June 6, '30	3
" "	Aug. 3, '29	12
"Itinerary"	Feb. 7, '30	9
Jolson	Aug. 1, '30	9
Limerick	Aug. 31, '29	10
" "	Feb. 21, '30	4
Model airplane	Aug. 22, '30	6
Parachute jump height guessing	Nov. 24, '28	7
Parody	Jan. 3, '30	7
Perfect calf	July 18, '30	8
Photo identification	April 25, '30	6
Picture question (co-op ad)	June 22, '29	10
Popularity	Mar. 19, '28	5
" "	June 6, '30	10
" "	July 4, '30	10
" "	Aug. 1, '30	4
Postcard	April 25, '30	4
Rainbow (drug store tie-up)	July 20, '29	6
Refrigeration slogan	May 9, '30	10
Star Guessing	Oct. 25, '29	7
" "	Feb. 28, '30	9
Star Picture (co-op)	Oct. 11, '28	6
Stenographic (school tie-up)	Nov. 1, '29	6
Story (school tie-up)	Mar. 16, '29	5
Street sweeping	Aug. 3, '29	5
Swimming	Oct. 31, '30	9
Temperature guessing	Mar. 14, '30	6
Title	Jan. 3, '30	7
Ukelele	June 5, '27	1
Window Display	Harvester Vol. 1	
" "	No. 1	
" "	Sept. 14, '28	7
" "	Mar. 14, '30	2
"Window Word"	May 23, '30	9
Working Girls' popularity contest	Aug. 22, '30	3
Newspaper		
Amateur Photo	Aug. 1, '30	11
Amateur singers	Aug. 15, '30	6
Anagram	Oct. 10, '30	5
Aviation terms	June 11, '28	2
Baby	May 11, '28	6, 8
Bathing beauty	Dec. 27, '29	3
" "	Jan. 24, '30	9
Beauty	July 25, '30	11
Best dressed dog	Sept. 5, '30	8
Cake baking (grocery tie-up)	Oct. 25, '29	7
" "	April 4, '30	4
Careful drivers	June 5, '27	1
Census guessing	May 23, '30	10
Costume	Nov. 15, '29	6
"Detective"—co-op	June 6, '30	11
Dialogue	June 20, '30	8
Drawing	Jan. 3, '30	9
" "	Feb. 14, '30	3
" "	Feb. 21, '30	6
Essay	Jan. 3, '30	8
" "	Sept. 12, '30	11
Football	Jan. 3, '30	8
Foreign language translation	Aug. 3, '29	5
"Funny face"	June 20, '30	3
"Gold-Star" co-op	April 11, '30	7
Golf ball driving	May 7, '28	3
"Grin"	Aug. 15, '30	6
" "	Aug. 22, '30	5
" "	Sept. 26, '30	11
Identification	Jan. 24, '30	10
"Know your city"	May 19, '28	3
"Know your stars"	Jan. 31, '30	8
Limerick	Aug. 31, '28	10
Marathon Golf	Oct. 10, '30	9
New Show World	Sept. 20, '29	6
Newspaper terms	May 25, '28	6, 9
" "	Oct. 25, '29	6
Organist or M.C.	Dec. 27, '29	10
Parody	Jan. 3, '30	7
" "	July 25, '30	9
Plane building	Sept. 19, '30	11
Popularity	July 25, '30	10
" "	Aug. 1, '30	9
Profile	May 16, '30	11
Puzzle	July 25, '30	10
Raffles	Aug. 8, '30	2
Safety slogan	Oct. 3, '30	9
" "	Oct. 31, '30	6
Shorthand	June 30, '28	10
Smile	June 30, '28	2
Song lyric	May 11, '29	4
Star Identification	June 6, '30	10
Star Name Contest	June 20, '30	2
Star Personality	Sept. 14, '29	7
Synopsis	Aug. 6, '28	7
"Take a Chance"	Feb. 14, '30	10
"Talkie Twister"	Aug. 15, '30	8
" "	Aug. 22, '30	6
Talking picture	Dec. 12, '30	11
Traffic tangle	July 18, '30	9
" "	Oct. 17, '30	10
Typewriter picture	Mar. 21, '30	7
Valentino successor	June 20, '30	8
Word	July 25, '30	10

	Date of Issue	Page No.
Working girls' popularity contest	Oct. 25, '29	5
" " "	May 16, '30	14
" " "	Aug. 22, '30	11
Radio		
General	Nov. 29, '29	5
Music memory	Mar. 5, '28	3
" " "	Feb. 7, '30	10
Song	April 25, '30	6
Song title	May 2, '30	2
Talent popularity	April 11, '30	9
GENERAL		
Amateur nights	July 11, '30	11
Amateur show	Dec. 12, '30	5
Baby show	May 23, '30	11
" " "	Aug. 1, '30	11
Ballpark banner	July 11, '30	9
Bathing girl review	Sept. 12, '30	11
Banner on boat at beach	Aug. 25, '28	6
Baseball picture	Sept. 29, '28	8
Beauty show	July 25, '30	6
Birthday register	July 25, '30	7
Book week	Oct. 3, '30	9
Braggers' Club	May 9, '30	12
Capitalize opening of new airports, airmail routes, bus lines, etc.,	Feb. 11, '28	1
" " "	Mar. 12, '28	4
" " "	May 2, '30	5
Circulating dollar bill	Dec. 7, '30	3
Collegiate nights	Dec. 26, '30	8,10,11
Contact conventions	July 4, '30	10
" " "	July 11, '30	3
Contacting tourists	July 18, '30	2
" " "	Aug. 1, '30	4
Country store nights	Dec. 26, '30	5
Date night	Sept. 20, '29	6
Dawn matinee	Sept. 12, '30	9
Emotional tests	Mar. 12, '28	1
" " "	Mar. 16, '29	4
Expositions, conventions, fairs, etc.,	Nov. 25, '28	7
" " "	Oct. 25, '29	6
"Family Week"	Oct. 10, '30	8
Fashion Shows	Feb. 25, '28	4
" " "	Feb. 28, '30	3
" " "	Mar. 21, '30	6
" " "	April 18, '30	4
" " "	May 2, '30	3
" " "	May 30, '30	6
Food Shows	June 6, '30	10
" " "	Sept. 27, '29	3
" " "	Jan. 3, '30	7
" " "	May 2, '30	5
Football	Nov. 1, '29	1
" " "	Sept. 26, '30	1,2
" " "	Oct. 17, '30	8
" " "	Oct. 31, '30	2,8
" " "	Nov. 28, '30	9
" " "	Dec. 12, '30	9,11
" " "	Dec. 26, '30	8,10,11
Golf-match with star by long distance	Mar. 18, '28	3
"Happiness Week"	Dec. 27, '29	10
Harvest festival	Oct. 17, '30	6
Imprinting payroll envelopes	Sept. 20, '29	7
Indoor fair	Sept. 12, '30	9
"Know Your City"	Aug. 1, '30	3
Jumbo letters	Jan. 17, '30	6
" " "	May 2, '30	16
Jumbo press passes	Jan. 10, '30	2
"Laugh Week"	July 18, '30	9
Liability warning	Dec. 22, '28	4
Lobby auctions	May 23, '30	6
Marble matinees	May 2, '30	14
Merchants discounts on tickets	Sept. 5, '30	10
Monthly attraction calendar	June 8, '29	3
Motion pictures of local industries	Aug. 25, '28	3
Motor Boat Show	May 16, '30	15
Music Week — orchestra augmented at no cost	June 30, '28	5
Napkins	Mar. 21, '30	11
Neighborhood nights	Dec. 12, '30	4
Observing city's anniversary	Mar. 28, '30	2
Over-print of newspaper front page	May 11, '29	3
" " "	Jan. 3, '30	8
" " "	Feb. 21, '30	4
Parade filmed	July 4, '30	8
"Pay Night"	Aug. 29, '30	7
Plane dropping tickets	Dec. 8, '28	10
Radio Shows	May 25, '29	10
" " "	July 20, '29	8,9
" " "	Oct. 4, '29	4
" " "	Oct. 18, '29	7
" " "	Nov. 8, '29	7
" " "	Nov. 22, '29	10
" " "	Dec. 27, '29	3
" " "	Jan. 3, '30	3
" " "	Feb. 7, '30	4
Refrigerator Show	April 25, '30	5,7
"Repertoire Week"	July 18, '30	8
" " "	Aug. 1, '30	6
" " "	Aug. 8, '30	2
School book covers	Oct. 4, '29	3
Shadow box in cafe	Feb. 14, '30	10
Sham Air Battle	Sept. 12, '30	9
Sidewalk stencil	Mar. 14, '30	10
Snipes in snowdrifts	Mar. 16, '29	2
Staff canvasses city	Sept. 19, '30	8
Stage talk instead of trailer	Nov. 8, '29	5

	Date of Issue	Page No.
Stage Weddings	Aug. 25, '28	3
" " "	Aug. 3, '29	4
" " "	April 18, '30	9
" " "	April 25, '30	6
" " "	July 25, '30	11
" " "	Sept. 19, '30	8
" " "	Sept. 26, '30	4
" " "	Oct. 3, '30	1
" " "	Oct. 17, '30	8
Star pays for marriage licenses	Feb. 14, '30	4
Synthetic radio	Jan. 3, '30	5
Supper shows	Nov. 22, '29	3
Tabloids	July 11, '30	9
Co-operative	Nov. 24, '28	5
Election results	July 14, '28	7
On personalities	Mar. 7, '30	3
On pictures	April 4, '30	7
" " "	Sept. 5, '30	9
Lindbergh, Whiteman and Dempsey-Tunney inserts	Bound Vol. Book 1	
Telephone merchandising	Aug. 3, '29	6
" " "	Sept. 20, '29	8
" " "	Dec. 20, '29	12
" " "	Feb. 7, '30	11
" " "	May 2, '30	12
" " "	Aug. 29, '30	4
Trade Area Canvass	Dec. 26, '30	5
Tent Show announcements	June 6, '30	6
Theatre parties	Jan. 31, '30	8
" " "	Feb. 28, '30	5
" " "	Mar. 21, '30	4
Tips	Dec. 13, '29	4
Watermelon festival	Sept. 12, '30	9
Wires from stars	Mar. 16, '29	6
" " "	Mar. 28, '30	4
" " "	May 23, '30	10
"Word of Mouth"	Jan. 3, '30	9
" " "	May 23, '30	11

INSTITUTIONAL

Benefit Shows	April 13, '29	7
" " "	July 20, '29	4
" " "	June 6, '30	1
Father & Son banquet tie-up	Mar. 5, '28	3
Give away star photos	Mar. 5, '28	11
Hall of Fame in lobby; guest book for prominent visitors	Feb. 18, '28	1
" " "	July 11, '30	9
Inspection of theatre by public	April 23, '28	3
Permanent ads on employ-ee's automobiles	June 11, '28	2
Screening for police	June 30, '28	6
Speeches for civic clubs	Dec. 8, '28	7
Suggested stock snipes	Mar. 30, '29	5
Testimonial trailer copy	June 11, '28	2
Theatre party for basket ball team	May 16, '30	14
Time service	Oct. 13, '28	9
Theatre party for deaf	May 30, '30	11
Umbrella service	Nov. 22, '29	4

LIVE LOBBIES

General		
	Dec. 8, '28	2
	Feb. 2, '29	5
	Mar. 30, '29	2
	July 20, '29	9
	Nov. 29, '29	11
	Dec. 27, '29	5
	Jan. 3, '30	2
	Jan. 10, '30	8
	Jan. 24, '30	10
	Jan. 31, '30	1,2,12
	Jan. 17, '30	1,2,4
	Feb. 7, '30	1,2
	Feb. 14, '30	7,11
	Feb. 21, '30	3
	Feb. 28, '30	3,6,7,10
	Mar. 7, '30	8,9
	Mar. 14, '30	10
	Mar. 21, '30	3,6,7,10
	Mar. 28, '30	4,10
	April 4, '30	5,6,11
	April 11, '30	2,5,6,9
	April 18, '30	3,4,6
	April 25, '30	3
	May 23, '30	2,5
	May 30, '30	3,6,7
	June 6, '30	9
	July 11, '30	8
	July 18, '30	9
	Aug. 8, '30	12
	Aug. 22, '30	9
	Aug. 29, '30	3
	Sept. 5, '30	9
	Sept. 12, '30	4
	Oct. 3, '30	9
	July 4, '30	1
	May 8, '30	11
Good taste essential		
Story		

PARADES

Ban foiled	Mar. 16, '29	2
General	Sept. 15, '28	5
" " "	Feb. 2, '29	4
" " "	Mar. 16, '29	5
" " "	Aug. 3, '29	10
" " "	Aug. 17, '29	8
" " "	Sept. 20, '29	2
" " "	Sept. 27, '29	8

	Date of Issue	Page No.
General (Continued)	Oct. 18, '29	5
" " "	Nov. 15, '29	10
" " "	Nov. 22, '29	7
" " "	Nov. 29, '29	2,9
" " "	Dec. 6, '29	6
" " "	Dec. 13, '29	9
" " "	Dec. 20, '29	6,9
" " "	Dec. 27, '29	6,8,10
" " "	Jan. 3, '30	7,9
" " "	Feb. 21, '30	7
" " "	Mar. 21, '30	6
" " "	April 4, '30	7,11
" " "	April 18, '30	10
" " "	April 25, '30	10
" " "	May 2, '30	10
" " "	May 16, '30	14
" " "	May 23, '30	7
" " "	May 30, '30	7
" " "	June 6, '30	9
" " "	June 13, '30	11
" " "	June 20, '30	9
" " "	July 4, '30	2
" " "	Aug. 1, '30	6
" " "	Aug. 15, '30	8,10,11
" " "	Aug. 22, '30	4,10,11
" " "	Aug. 29, '30	3
" " "	Sept. 5, '30	7
" " "	Sept. 12, '30	9
" " "	Sept. 26, '30	7
" " "	Oct. 3, '30	3,6
" " "	Oct. 31, '30	3,6
" " "	Dec. 12, '30	11
" " "	Dec. 26, '30	11

PERSONALITIES

Campaigns	April 11, '30	10
" " "	May 16, '30	3
" " "	May 30, '30	11
" " "	July 4, '30	7
" " "	July 11, '30	9
" " "	July 18, '30	2
" " "	Aug. 8, '30	2
" " "	Aug. 22, '30	4,6
" " "	Oct. 17, '30	5
" " "	Dec. 26, '30	10
" " "	Dec. 26, '30	4
Co-op heralds on M.C.		
Comedy dancer struck by new model car	Jan. 28, '28	2
Election bet, stunt penalty	Nov. 24, '28	5
" " "	Dec. 8, '28	7
M.C. during leave of absence	Sept. 19, '30	9
M.C. swaps jobs with Mayor	June 11, '28	3
Organ Club	July 18, '30	3
" " "	Sept. 29, '28	6
" " "	Mar. 2, '29	7
" " "	Dec. 6, '29	10
" " "	Jan. 24, '30	7
" " "	Sept. 12, '30	9
Organist		
Return of popular M.C.	Feb. 25, '28	7
organist	Oct. 13, '28	3
" " "	Sept. 14, '29	9
" " "	Nov. 29, '29	8
" " "	Jan. 3, '30	8
Co-op ads	Dec. 8, '28	10
Sponsoring civic movement	Sept. 29, '28	5
Tabloids	July 14, '28	7
" " "	Mar. 7, '30	3
Tom Mix Campaign	Mar. 16, '29	5

TIE-UPS

Hunches from stills	April 27, '29	2
Use of Star names	April 18, '30	3
General		
Airports	Nov. 29, '29	11
" " "	May 2, '30	5
" " "	Aug. 29, '30	7
" " "	Sept. 5, '30	11
" " "	Sept. 19, '30	3,8,10
" " "	Oct. 3, '30	6,8
Airway—lobby display	May 16, '30	14
American Legion	April 25, '30	8
" " "	May 2, '30	6
" " "	June 13, '30	12
Auto license bureau		
License auctioned for charity	Dec. 26, '30	12
Automobile dealers		
Car given away	Sept. 5, '30	3
General	June 20, '30	5
Local slogan contest	Sept. 19, '30	6
Show new models	July 4, '30	8
" " "	July 25, '30	8
" " "	Aug. 8, '30	3
" " "	Aug. 15, '30	6
" " "	Aug. 29, '30	8
Show in theatre	Feb. 4, '28	1
" " "	Feb. 28, '30	4
" " "	April 4, '30	11
Window cards	Jan. 17, '30	11
Auto Parking station	Aug. 25, '28	3
" " "	Mar. 2, '29	5
" " "	April 18, '30	11
Auto Show	Feb. 28, '30	11
" " "	Mar. 21, '30	11
" " "	April 18, '30	10
Art Schools		
Selling personalities	Oct. 31, '30	5
Aviation School	Aug. 31, '29	10
Bakery		
Co-op ad	May 23, '30	11

	Date of Issue	Page No.
Bakery (Continued)		
General	April 4, '30	7
"	July 25, '30	11
"	Aug. 8, '30	6
"	Aug. 15, '30	8
"	Sept. 26, '30	12
"	Oct. 3, '30	7
Guest tickets	April 24, '27	2
"	Aug. 31, '29	10
"	Jan. 17, '30	11
"	Mar. 7, '30	3
"	May 30, '30	10
Ballroom	Feb. 7, '30	10
"	Feb. 27, '30	11
"	April 11, '30	10
"	April 25, '30	7
"	Sept. 5, '30	7
"	Sept. 26, '30	3
Band Instrument Company		
Lessons for children	Oct. 3, '30	5
Banks		
Bank accounts for babies—		
Co-op ad	May 23, '30	10
"	June 6, '30	9
Heralds	Jan. 31, '30	9
Inserts in statements	Feb. 21, '30	5
New savings accounts	Aug. 29, '30	4
"	Sept. 12, '30	4
"	Aug. 29, '30	6
"	Dec. 26, '30	9
Pennies in throwaways	June 11, '28	3
Safe deposit boxes raffled	May 30, '30	11
Savings accounts as Christmas gifts; Christmas savings clubs	Dec. 27, '29	2, 3
"	Jan. 17, '30	5
Barber Shops		
Star coiffure cards	April 2, '28	2
"	Aug. 3, '29	11
"	Jan. 24, '30	9
"	Feb. 28, '30	9
Window Strips	Dec. 27, '29	9
Baseball Club	June 27, '30	10
Baseball Park	July 25, '30	11
Battery Companies	Oct. 31, '30	8
Beauty Parlors		
SEE BARBER SHOPS		
Coiffure style show	Sept. 26, '30	6
Co-op ads	Sept. 19, '30	10
Discount cards for patrons	Oct. 3, '30	9
Free Marcell	Oct. 3, '30	9
General	Aug. 15, '30	10
"	Aug. 22, '30	6
Better Films Committee	Aug. 15, '30	10
"	Oct. 31, '30	8
Book stores and departments	Sept. 20, '29	4
"	Sept. 5, '30	12
Bottling Companies	April 11, '30	7
"	May 23, '30	6
"	Aug. 8, '30	4
Boy Scouts	Aug. 22, '30	4, 10
Distribute heralds	Dec. 20, '29	7
On stage	April 18, '30	4
Run theatre for day	Oct. 27, '28	3
Bus Lines		
Banners	Mar. 21, '30	6
Cards, heralds	Nov. 29, '29	11
Free cards	Oct. 11, '29	7
Candy Manufacturers	Nov. 8, '29	5
"	Jan. 10, '30	6
"	Jan. 17, '30	11
"	Mar. 14, '30	8
"	Aug. 1, '30	3
Bar named for personality, star, picture	April 2, '28	3
"	Feb. 28, '30	8
"	Mar. 28, '30	7
Contact home office	June 6, '30	8
Census Bureau		
Booth in lobby	May 16, '30	2
Chamber of Commerce		
Accident prevention week	Aug. 1, '30	9
Airmail week	May 9, '30	2
Booster trailer	Sept. 12, '30	4
"	Sept. 19, '30	8
Clean-up campaign	Aug. 1, '30	9
Entertain newcomers to city	Jan. 17, '30	11
Industrial exposition	Sept. 14, '29	7
"	April 25, '30	11
Inserts in booklets	Jan. 10, '30	4
"Native Dollar" stunt	Sept. 26, '30	8
Safety campaign	Dec. 26, '30	11
Trade at Home	Dec. 6, '29	4
Cigarette Company		
Samples	Jan. 31, '30	12
Window cards	April 11, '30	7
Window displays	Sept. 20, '29	7
Cigar store	Feb. 21, '30	9
Civic organizations		
General	July 25, '30	11
Park commissioners	Oct. 10, '30	2
Dairy	June 8, '29	11
"	Jan. 8, '30	9
"	Aug. 8, '30	8
Bottle caps as guest tickets	May 23, '30	6
Dancing schools		
Kiddie revue	Sept. 5, '30	11
Short exploited	Oct. 3, '30	3
Waltz contest	June 8, '29	8
Home talent shows	Aug. 3, '29	4
"	Feb. 7, '30	10
Department stores		
Co-op adv.	May 2, '30	9
Children's matinee	Oct. 10, '30	10
"Clara Bow" Hosiery	Aug. 1, '30	10
Fashion show	July 18, '30	6
"	Oct. 17, '30	3
Fur fashion show	Sept. 26, '30	2
Fur storage	June 20, '30	9

	Date of Issue	Page No.
General	July 25, '30	8
Guessing contest	Sept. 19, '30	5
Permanent banner	Sept. 19, '30	8
Statement inserts	April 25, '30	8
Store talent show	Mar. 21, '30	11
Tickets purchased	Dec. 26, '30	9
Window display of star's gowns	June 8, '29	7
Doughnut Company	Oct. 4, '29	4
Drug stores	Aug. 1, '30	10
Drink or sundae named for M.C., star or picture	Mar. 2, '29	7
"	Aug. 3, '29	6
"	Nov. 1, '29	5
"	Nov. 8, '29	7
Popularity contest	June 6, '30	10
Refrigeration	Nov. 15, '29	4
Window displays	Oct. 4, '29	5
"	Oct. 11, '29	5
Dry Cleaners	Mar. 21, '30	10
Electrical Store	Aug. 1, '30	11
Electric Light Company	Aug. 15, '30	4
Factory	July 25, '30	11
Fan Magazines		
Free campaigns	April 27, '29	4
"	June 6, '29	5
Filling Stations		
Banner	Aug. 25, '28	3
Window cards	Jan. 24, '30	6
Fire Department	Aug. 3, '29	9
Florists		
Co-op ads	Feb. 28, '30	8
Flower shows	Mar. 30, '29	11
"	Dec. 13, '29	7
"	May 16, '30	15
General	July 4, '30	2
Lobby decorated	June 6, '30	3
Mother's Day tie-up	June 6, '30	8
Roses distributed	May 8, '29	11
Window displays	Aug. 3, '29	3
"	Dec. 27, '29	5
"	Jan. 24, '30	9
With telegraph company	Feb. 21, '30	7
Fur Company	Jan. 3, '30	10
"	Nov. 14, '30	3
Furniture Companies	Sept. 20, '29	3
"	Sept. 27, '29	6
"	Feb. 14, '30	8, 9
"	June 20, '30	5
Garage	Jan. 17, '30	9
"	Aug. 8, '30	3
"	Aug. 15, '30	10
Garden Club	July 18, '30	2
Grocery	Mar. 16, '29	5
"	April 25, '30	7
"	July 25, '30	8
"	Aug. 1, '30	10
"	Aug. 8, '30	6
Cake baking contest	Oct. 25, '29	7
"	April 4, '30	4
Free heralds	Aug. 31, '29	2
Golf Course		
Tickets for low scores	June 6, '30	8
Miniature golf	July 4, '30	3
"	Aug. 1, '30	3
"	Sept. 5, '30	8
"	Sept. 12, '30	9
"	Sept. 26, '30	7, 9
"	Oct. 17, '30	10
"	Feb. 7, '30	10
Haberdashery	Feb. 14, '30	9
"	Mar. 21, '30	7
"	Aug. 15, '30	4
Hardware	Feb. 28, '30	9
Hat Stores	June 30, '28	4
"	May 25, '29	3
"	June 20, '30	8, 10
Hosiery	July 25, '30	6
Hotel	April 4, '30	3
Cards, heralds, in boxes	Mar. 28, '30	6
Dance titled after star, picture	Mar. 5, '28	3
"	Oct. 27, '28	5
Dinner-theatre party	Mar. 14, '30	6
Direct-mail on hotel stationary to neighboring towns	May 11, '29	4
"	Mar. 7, '30	11
Entertain out-of-town officials	Jan. 3, '30	8
Sponsoring premiere	Feb. 7, '30	3
Tied-in on premiere	Mar. 28, '30	6
Ice Company		
Ad on cards	July 18, '30	7
Ice melting contest	Sept. 14, '29	8
"	June 6, '30	3
"	Aug. 1, '30	4
"	Sept. 8, '28	2
"	June 8, '29	4
"	Sept. 20, '29	6
Co-op ad	Aug. 1, '30	10
Window strips	Aug. 29, '30	5
"	Oct. 11, '29	4
Jewelry	Nov. 15, '29	11
Birthstone copy	May 8, '27	2
Co-op ads	Oct. 25, '29	6
"	May 2, '30	4
General	Aug. 8, '30	4
"	Dec. 26, '30	9
Service cups	Mar. 7, '30	11
Window cards	June 6, '30	8
Kellogg "Pep"	Sept. 12, '30	11
Laundry		
Bannered trucks	Oct. 3, '30	12
Copy on shirt boards	Dec. 26, '30	10
General	Aug. 15, '30	9
Heralds	Nov. 1, '29	8
"	Dec. 20, '29	6
"	April 11, '30	9

	Date of Issue	Page No.
Heralds (Continued)	May 9, '30	11
Puzzles distributed	Oct. 11, '29	6
Rotos	Jan. 17, '30	11
Life Savers	Mar. 21, '30	11
Samples	May 30, '30	4
Light & Power Company		
Co-op ads	Nov. 24, '28	6
"	Mar. 21, '30	11
"	May 2, '30	9
Free cutouts	Dec. 27, '29	11
Free sign	May 2, '30	2
Pluggers in bills	June 6, '30	7
Lunch Stand	Feb. 7, '30	8
Men's Furnishings		
For stage personality	Aug. 6, '28	7
"	Nov. 24, '28	4
"	Nov. 29, '29	5
Merchant		
Aviation picture	Sept. 20, '29	4
"Economy Tour"	April 25, '30	8
Fashion shows	Oct. 3, '30	10, 11
Football news shots	Nov. 15, '29	1
Gifts for graduates	June 6, '30	6
Grab bag	Mar. 14, '30	10
Kleenex Kerchiefs	Nov. 8, '29	6
"Know Your City"	July 4, '30	3
Numbered parachutes from plane—good for gifts, co-op ad	June 6, '30	11
Parties for students	July 11, '30	9
Pose unit girls for ads	July 4, '30	8
Treasure Chest	May 16, '30	15
"	May 30, '30	11
Treasure Hunts	Mar. 12, '28	1
"	May 23, '30	6
Window displays	April 23, '28	3
Merchants' Ass'n		
Dollar Day	Nov. 24, '28	2
Millinery		
Hat designing contest	April 27, '29	7
Hat named for star	Aug. 31, '29	10
Miscellaneous	Mar. 16, '29	1
"	April 27, '29	9
Ministerial Ass'n		
Preview and endorsement of exceptional picture	Mar. 30, '29	5
Music Dealers		
Counter display	June 6, '30	10
General	July 20, '29	8
"	Sept. 14, '29	7, 9, 10
"	Nov. 29, '29	5
"	Jan. 24, '30	9, 10
"	Feb. 14, '30	9, 10
"	Mar. 7, '30	11
"	May 2, '30	4
"	Nov. 10, '28	3
How to get them	June 5, '27	1
Ukelele contest	Dec. 8, '28	11
Window displays	Jan. 5, '29	7
"	Aug. 31, '29	10
"	Oct. 18, '29	4, 6
"	Nov. 22, '29	5
"	Feb. 7, '30	4
"	Feb. 14, '30	7
"	Feb. 21, '30	7
"	Mar. 21, '30	7
Music or Department store		
"Record-of-Week" Club	Dec. 20, '29	7
"	Jan. 31, '30	6
"	Mar. 26, '28	5
Naval Recruiting Offices		
"	Jan. 5, '29	4
"	Nov. 29, '29	9
"	Mar. 7, '30	2
"	June 6, '30	10
News Dealers		
Cards	Dec. 13, '29	2
"	May 2, '30	12
Carriers distribute rotos, heralds, etc.	June 6, '30	8
Inserts in magazines	Mar. 16, '29	2
"	Nov. 22, '29	7
"	Jan. 10, '30	9
"	April 4, '30	10
"	May 9, '30	10
Magazine cover snipes	Feb. 28, '30	10
Placards on carrier-boys sacks	Mar. 7, '30	11
"	April 4, '30	10
"	Sept. 26, '30	7
Truck banners	Sept. 5, '30	7
Office Supply Dealer	July 25, '30	8
Oil Company	Aug. 1, '30	3
"	Feb. 21, '30	7
Optometrists	Feb. 28, '30	8, 9
Orange Drink Stands, etc.	Feb. 19, '28	3
Parent Teacher's Ass'n	April 18, '30	11
"	May 2, '30	13
"	May 16, '30	13
Children's Club	Aug. 29, '30	8
Perfume Company	Aug. 22, '30	6
Pet Shop	June 13, '30	3
Philco	Aug. 1, '30	6
Photographers	July 6, '29	5
Free heralds	Sept. 19, '30	10
In lobby	May 16, '30	15
Piano Company		
Instrument given away	May 23, '30	11
Plumber	Dec. 20, '29	11
Police Department	April 4, '30	7
Herald "tickets"	Sept. 5, '30	8
Traffic signs	Sept. 12, '30	6
Postoffice		
Airmail	June 22, '29	9
"	June 20, '30	10
Early mailing	Jan. 5, '29	2
"	Nov. 29, '29	3
"	Dec. 6, '29	2, 3
"	Dec. 13, '29	6
"	Jan. 3, '30	11
Sub-station in theatre	Jan. 3, '30	7

	Date of Issue	Page No.
Printer		
Free heralds	Nov. 1, '29	7
Free paper	May 9, '30	10
Public Library	July 25, '30	8
Book-marks	Mar. 28, '30	6
Radio Dealers	Oct. 25, '29	7
" "	Nov. 8, '29	7
" "	Nov. 22, '29	5
" "	Jan. 3, '30	11
" "	Jan. 17, '30	9
" "	Feb. 7, '30	11
" "	Feb. 14, '30	6
" "	Mar. 28, '30	3, 4
" "	April 4, '30	5, 7
" "	April 11, '30	10
" "	April 25, '30	11
" "	May 2, '30	15
" "	June 6, '30	7
" "	June 20, '30	4
" "	June 27, '30	11
" "	Aug. 1, '30	9, 11
" "	Aug. 15, '30	7, 10
" "	Dec. 12, '30	6
" "	May 16, '30	15
Newspaper section	Jan. 5, '29	5
Radios as prizes	May 11, '29	7
" "	Jan. 24, '30	4
" "	April 25, '30	5
" "	May 2, '30	14
" "	May 23, '30	10
" "	May 30, '30	11
" "	Dec. 26, '30	11
Radio shows, co-op ads	Mar. 2, '29	4
" "	Oct. 4, '29	4
" "	Oct. 31, '30	6
See EXPLOITATION, General Radio Shows; ADVERTISING, Newspaper Co-operative, Radio Dealers		
Radio Programs	Oct. 25, '29	3
" "	Dec. 13, '29	10
Announcements	Dec. 13, '30	11
Handle program for commercial sponsor	May 23, '30	5
Wedding ring tie-up	June 6, '30	8
Radio Station		
Utilize organ	Oct. 3, '30	10
Railroad		
Co-op ad	Feb. 21, '30	4
Free heralds	May 2, '30	12
Lobby display	April 25, '30	4
" "	July 25, '30	11
Railroad picture	Dec. 26, '30	13
Reduced fares	April 4, '30	11
" "	May 2, '30	12
Short subject	Mar. 21, '30	10
" "	June 20, '30	10
Real Estate		
Naming model house for star	Nov. 24, '28	8
Play on picture title	April 25, '30	6
Red Cross	Jan. 17, '30	9
Refrigerator Dealers		
Co-op ads, contest	Sept. 14, '29	8, 9
" "	Aug. 1, '30	7
" "	Aug. 22, '30	11
" "	Sept. 5, '30	11
" "	Oct. 17, '30	8
" "	Dec. 26, '30	10
" "	Sept. 20, '29	6
Lobby display	Oct. 25, '29	7
Window display		
Restaurants	Mar. 28, '30	6
Cards on menus		
Salvation Army	Oct. 17, '30	8
Potato matinee		
Seale Company	Oct. 18, '29	4
Scale in lobby		
Shoe Dealer		
General	Dec. 26, '30	11
School book cover	Oct. 4, '29	3
Style Show	Aug. 22, '30	6
Soap		
Window cards	May 23, '30	9
Window displays	May 2, '30	12
Soda Fountain	July 18, '30	11
Sporting Goods Dealer	June 20, '30	5
" "	July 25, '30	7, 11
Street Railway		
Ballyhoo	Oct. 11, '29	7
Banners	Harvester, Vol. I, No. 1	2
" "	Aug. 3, '29	7
" "	Nov. 8, '29	6
" "	May 2, '30	5, 12
" "	Oct. 31, '30	5
" "	Oct. 18, '29	7
Car cards	Dec. 27, '29	2
" "	Aug. 8, '30	4
" "	Aug. 15, '30	8
" "	Sept. 20, '29	2
Guest tickets	April 18, '30	11
" "	Nov. 29, '29	11
Reduced rates	Dec. 13, '29	11
" "	Jan. 3, '30	11
" "	May 9, '30	3
Steamship Line		
Heralds, window	June 13, '30	2
Swimming Pool		
"It" contest	Aug. 3, '29	12
Taxicab		
Free heralds	Dec. 13, '29	3
Reduced rates to patrons	Sept. 5, '30	11
Tag newcomers' luggage	Sept. 5, '30	11
Telegraph Company		
Jumbo wires	Oct. 25, '29	3
" "	April 25, '30	7
" "	June 6, '30	9
Lobby and window display	May 9, '30	10
Sporting event scores		
Star starts projection machine by wire	June 30, '28	10

	Date of Issue	Page No.
Station in lobby	Jan. 24, '30	10
" "	Feb. 7, '30	9
" "	Feb. 21, '30	5
" "	June 27, '30	10
Telephoto of star	Mar. 16, '29	5
Ticker in lobby	Feb. 14, '30	5
Window displays	Oct. 11, '29	4
" "	Nov. 29, '29	11
" "	Dec. 27, '29	5
" "	Jan. 3, '30	11
Wires on broadcast	Jan. 31, '30	6
Wires to graduates	July 11, '30	9
Wires to patrons	Aug. 6, '28	5
" "	Jan. 24, '30	11
With florists	Feb. 21, '30	7
Telephone Company		
Star entertains by long distance	May 9, '30	9
Switchboard in lobby	April 11, '30	2
" "	April 25, '30	6
" "	Nov. 25, '29	10
Tire Dealer	Mar. 21, '30	11
" "	Oct. 18, '29	7
Window display	Oct. 27, '28	7
Toothpaste	Sept. 5, '30	6
Travel Bureau		
Trip to Paris	May 30, '30	5
Trucking Firm		
Banners on trucks	Mar. 30, '29	2
" "	April 27, '29	9
Typewriter Shop		
Window display—contest	May 16, '30	4
Vocal School		
Scholarships	Mar. 28, '30	7
Wholesale Grocers	Oct. 13, '28	6
Window Display Firm	July 20, '29	5
" "	Mar. 28, '30	4
" "	Aug. 29, '30	7
Women's Clubs	Jan. 3, '30	4
" "	April 18, '30	10
Woolworth's	Nov. 29, '29	8
" "	July 25, '30	6
Newspaper		
See CONTESTS—Newspaper		
Baseball Scores	Nov. 22, '29	5
Benefit Shows	Jan. 3, '30	2
" "	Mar. 7, '30	2
" "	Mar. 7, '30	2
Children's Matinees	Aug. 29, '30	8, 10
" "	Nov. 22, '29	10
Circulation	Nov. 29, '29	9
" "	Dec. 13, '29	6
" "	Feb. 7, '30	2
" "	Aug. 22, '30	11
" "	Oct. 10, '30	8
" "	Oct. 31, '30	5
" "	Aug. 1, '30	4
Cooking School	Nov. 1, '29	6
Doll Party	Oct. 13, '28	1
Election Returns	Nov. 24, '28	6
" "	Nov. 1, '29	6
Elephant for Zoo	Sept. 14, '29	6
Football News Shots	Nov. 8, '29	7
Football Scores	Nov. 15, '29	5
Guest Tickets for Strangers	Oct. 10, '30	9
Kids' Club	Mar. 21, '30	10
Locally Produced Comedy	May 2, '30	6
Mailing Envelopes	Sept. 5, '30	8
Morning papers distributed at midnight shows	Feb. 4, '28	1
Mothers Day Party	May 23, '30	2
" "	June 6, '30	9
" "	April 25, '30	12
Newsboys' parties		
On picture with comic strip characters	June 6, '30	3
Papers distributed with compliments of theatre	May 8, '27	1
Party for airplane club	May 2, '30	10
Passes for persons photographed at random	Nov. 15, '29	11
" "	Mar. 4, '30	6
" "	May 2, '30	12
" "	Oct. 3, '30	8
" "	Dec. 26, '30	11
Safety Campaign	Mar. 7, '30	6
Special front page	May 2, '30	9
Star Photos as Prizes	Aug. 1, '30	11
" "	Aug. 15, '30	5
" "	Dec. 13, '29	9
Stuffers in papers		
Theatre party for couples married 50 years	Nov. 24, '28	2
" "	Jan. 10, '30	10
" "	Jan. 17, '30	9
" "	Feb. 28, '30	10
" "	April 18, '30	10
" "	Aug. 1, '30	9
" "	April 16, '28	3
" "	May 27, '28	4
" "	June 11, '28	2
" "	June 30, '28	10
" "	Aug. 25, '28	7
" "	Oct. 11, '29	3, 4
" "	April 11, '30	11
" "	May 30, '30	11
Want Ad Exploitation	Nov. 1, '29	7
" "	Nov. 8, '29	7
" "	Nov. 29, '29	8
" "	Jan. 3, '30	8
" "	Jan. 24, '30	8
" "	Feb. 21, '30	11
" "	Mar. 14, '30	6
" "	April 18, '30	11
" "	May 23, '30	10
" "	June 13, '30	3
" "	July 4, '30	6
" "	Aug. 1, '30	9, 11
" "	Aug. 15, '30	7

	Date of Issue	Page No.
Want Ad Exploitation (Continued)		
" "	Aug. 29, '30	10, 11
" "	Sept. 5, '30	8
" "	Sept. 12, '30	11
" "	Oct. 3, '30	6, 10
" "	Oct. 17, '30	6
" "	Oct. 31, '30	5
Guest tickets	Sept. 29, '28	4
" "	Nov. 10, '28	4
" "	Oct. 4, '29	5
Schedule	Aug. 3, '29	4
Service staff	May 7, '28	3
" "	Jan. 19, '29	6
" "	Mar. 16, '29	4
Stars	July 6, '29	10
" "	Oct. 11, '29	4
Talent	May 28, '28	1
" "	Sept. 20, '29	7
Working Girls Popularity Contest	Oct. 25, '29	5
Schools and Colleges		
Ads by advertising students	June 22, '29	11
Announcements in classrooms	Jan. 19, '29	2
Autographed football	Jan. 24, '30	4
Aviation picture	June 11, '28	2
College Campaigns	Oct. 17, '30	4, 10
" "	Nov. 14, '30	11
Commencement	June 6, '30	1
Credits for attending historical picture	Feb. 7, '30	4
" "	Mar. 21, '30	9
Cup to valedictorian	Oct. 4, '29	5
Educational Films	Dec. 20, '29	9
Football	Nov. 24, '28	7
" "	Nov. 1, '29	1
" "	Nov. 22, '29	7
" "	Oct. 3, '30	9
Football night	Jan. 5, '29	2
" "	Jan. 10, '30	4
Fraternity parties	Nov. 29, '29	7
Graduation	July 25, '30	2
Graduation Newsreel	Aug. 1, '30	10
Merit Awards	Oct. 31, '30	8
Pajama Parade	Jan. 3, '30	9
Patriotic holidays	Jan. 24, '30	9
Preview of newspaper picture for journalism instructors	June 22, '29	11
Reviewing contest	Dec. 26, '30	11
School band on program	April 25, '30	6
Screen songs	Nov. 8, '29	8
Special Nights	Mar. 19, '28	3
" "	Jan. 5, '29	4
" "	July 6, '29	8
" "	Nov. 15, '29	5
" "	Dec. 27, '29	10
" "	Mar. 7, '30	7
Stenographic Contest	Nov. 1, '29	6
Story Contest	Mar. 16, '29	5
Student-designed posters	Mar. 16, '29	6
" "	Nov. 29, '29	8
" "	Feb. 21, '30	4
Theme song slides for school use	Jan. 24, '30	7
Travel film	Sept. 26, '30	4
" "	Oct. 3, '30	4
" "	Oct. 10, '30	8
WINDOWS		
Window Cards		
Cutouts for windows, counters	Nov. 8, '29	4
Distributed by carrier boys	June 6, '30	8
General	Nov. 15, '29	11
" "	Dec. 27, '29	9
" "	Jan. 3, '30	5
" "	Jan. 17, '30	11
" "	Jan. 24, '30	6
" "	April 4, '30	10
" "	April 11, '30	7
Jewelry tie-up	June 6, '30	8
Remove old cards	Aug. 15, '30	1
Theatre Pictorials	Aug. 22, '30	11
Window Displays		
Descriptions	Feb. 18, '28	3
" "	Mar. 5, '28	1
" "	June 8, '28	7
" "	Aug. 3, '29	11
" "	Sept. 20, '29	7
" "	Oct. 4, '29	4, 5
" "	Oct. 11, '29	5
Florists	Aug. 3, '29	3
" "	Dec. 27, '29	5
" "	Jan. 24, '30	9
Music Stores	Dec. 8, '28	11
" "	Jan. 5, '29	7
" "	Aug. 31, '29	10
" "	Oct. 18, '29	4, 6
" "	Nov. 22, '29	5
" "	Feb. 7, '30	4
" "	Feb. 14, '30	3
" "	Feb. 21, '30	7
" "	Mar. 21, '30	7
" "	Aug. 29, '30	3
Pointers	May 30, '30	7
Police tie-up	Oct. 25, '29	7
Refrigerator Dealer	April 23, '28	3
Reproductions	Mar. 7, '30	3, 11
" "	Mar. 21, '30	7
" "	Mar. 28, '30	4
" "	April 4, '30	7, 10
" "	May 2, '30	12
" "	Aug. 15, '30	11
" "	Aug. 22, '30	9

	Date of Issue	Page No.
Soap	May 2, '30	12
Telegraph Companies	Oct. 11, '29	4
"	Nov. 29, '29	11
"	Dec. 27, '29	5
"	Jan. 3, '30	11
"	June 6, '30	9
Tips	Dec. 27, '29	4
Tire Dealers	Oct. 18, '29	7
"	Nov. 22, '29	10
"	Mar. 21, '30	11
Window Display Firms	July 20, '29	5
"	Mar. 28, '30	4

GENERAL MERCHANDISING

HOLIDAYS

Foreign holidays	Jan. 31, '30	9
List	June 22, '29	4
Special Weeks	Dec. 20, '29	4
Theatre parties	Jan. 31, '30	8

Armistice

Stunts	Oct. 17, '30	3
--------	--------------	---

Christmas

See SPECIAL CAMPAIGNS— Pre-Christmas Drive

Direct Mail	Dec. 13, '29	4
Special Matinees		
Broken Toy	Jan. 15, '29	12
"	Nov. 15, '29	2
"	Jan. 10, '30	10
"	Jan. 17, '30	5
Canned Food	Jan. 10, '30	11
Needy Children	Jan. 5, '29	6
Old Clothes	Jan. 3, '30	9
Vegetable	Jan. 10, '30	3

Easter

See SPECIAL CAMPAIGNS— Anti-Lenten Slump; EXPLOITATION—GEN- ERAL—Fashion Shows

Egg Hunts	April 30, '28	2
"	April 27, '29	5
"	May 2, '30	5
Egg Matinee	May 16, '30	12

Election Day

See TIE-UPS, Newspaper, Election Returns EXPLOITATION, Per- sonalities

Copy Slant	Sept. 5, '30	12
General	Sept. 5, '30	8
Publicity reproductions	Jan. 19, '29	5
Stunts	Oct. 17, '30	2

Father's Day

	June 8, '29	4
	Aug. 3, '29	5

Hallowe'en

Campaigns	Oct. 4, '29	2
"	Nov. 22, '29	3
"	Oct. 10, '30	2
"	Nov. 14, '30	8
"	Dec. 12, '30	7
Children's Show	Nov. 24, '28	6
Midnight Show	Nov. 15, '29	2
Publicity reproductions	Jan. 19, '29	5
Stunt	Dec. 6, '29	2

Mothers' Day

Florist tie-up—free heralds	June 6, '30	8
General	April 16, '28	2
Party	July 11, '30	11
"	July 18, '30	9
Party for oldest mother	May 30, '30	5
Party—newspaper tie-up	May 23, '30	2
"	June 6, '30	9
"	July 4, '30	8

New Year's

Midnight Show	Jan. 24, '30	9
"	Dec. 12, '30	2
Start New Show	Dec. 26, '30	4

Patriotic

School tie-up	Jan. 24, '30	9
---------------	--------------	---

Thanksgivings

	Date of Issue	Page No.
Campaign	Nov. 8, '29	3
Midnight Show	Nov. 15, '29	2
Parade	Dec. 6, '29	6
Publicity reproductions	Jan. 19, '29	5
School contest	Nov. 22, '29	7
Special matinees		
Potato	Dec. 13, '29	7
Tin can	Dec. 13, '29	7
Vegetable	Dec. 20, '29	5

Valentine's Day

Heralds	Mar. 7, '30	9
Valentine from theatre per- sonality	Mar. 16, '29	7
"	Mar. 21, '30	7

MISCELLANEOUS

Arvertising Law	April 25, '30	7
Anti-Censorship Material	Feb. 16, '29	6
"	July 6, '29	2, 9
"	Aug. 3, '29	7
"	Oct. 18, '29	7
Block Ticket Sales	July 4, '30	3
Community Analysis	July 4, '30	4
Feminine Angles	Aug. 15, '30	9
Home talent productions	Jan. 5, '29	4
Local News Clips	July 4, '30	10
Manufacturers' pamphlets available	Jan. 24, '30	8
"	Feb. 14, '30	9
Psychology of approach	Dec. 8, '28	7
Seasonal colors, symbols	Aug. 1, '30	6
Sources of waste in adver- tising	Aug. 1, '30	10
Standard books on adverti- sing, journalism and theatre management	June 30, '28	11
"	Oct. 27, '28	7
"	Jan. 5, '29	6
"	Mar. 16, '29	4
"	April 13, '29	5
"	May 25, '29	6
"	Jan. 31, '30	6
"	July 11, '30	1
Study feminine psychology		
Theatrical survey in Ency- clopedia Britannica	Nov. 10, '28	5
Tickler File Headings	Feb. 25, '28	5
U. S. Flag—rules governing display	May 21, '28	3
What to sell	Jan. 24, '30	4

PICTURE CAMPAIGNS

See SPECIAL CAMPAIGNS —Premieres

	April 23, '28	3
	May 14, '28	2
	May 28, '28	2
	Feb. 16, '29	6
	Mar. 30, '29	11
	July 20, '29	5
	Oct. 11, '29	2
	Nov. 15, '29	5, 11
	Dec. 27, '29	1, 2
	Jan. 3, '30	4, 10
	Jan. 31, '30	9
	Feb. 7, '30	9
	Feb. 14, '30	9
	Feb. 28, '30	8
	Mar. 14, '30	3
	April 4, '30	3
	April 25, '30	11
	May 2, '30	12
	June 6, '30	6, 10
	June 13, '30	3
	June 20, '30	4
	July 11, '30	10
	July 25, '30	8
	Aug. 1, '30	11
	Aug. 22, '30	6
	Sept. 19, '30	9
	Sept. 26, '30	9
	Oct. 31, '30	6
	Nov. 28, '30	4
	Dec. 12, '30	3, 4, 6
	Dec. 26, '30	6, 9, 15

SELLING SHORT SUBJECTS

Ballyhoo	Feb. 15, '29	5
"Believe It or Not"	July 18, '30	9
Christie Contest	April 9, '28	3
Copy	Aug. 1, '30	11
General	April 13, '29	1
"	May 25, '29	3
"	June 22, '29	9
"	May 23, '30	11
Golf Short	July 11, '30	5
Importance	Feb. 15, '29	12
"Our Gang" Contest	Oct. 13, '28	4
Sound News	Aug. 17, '29	9
"	Oct. 4, '29	5
"	Dec. 6, '29	7
"	Feb. 7, '30	1, 2
"	May 9, '30	2

SPECIAL CAMPAIGNS

Anniversary

	Date of Issue	Page No.
	Nov. 10, '28	7
	Nov. 1, '29	5
	Nov. 15, '29	4, 8
	Dec. 27, '29	3
	Jan. 3, '30	2, 3
	Feb. 7, '30	3
	April 18, '30	4, 6
	April 25, '30	7
	May, 2, '30	14, 15
	May 9, '30	11
	June 27, '30	11
	July 18, '30	11
	Aug. 1, '30	11
	Aug. 8, '30	4
	Sept. 12, '30	11
	Oct. 3, '30	6
	Oct. 10, '30	2
	Oct. 17, '30	8
	Oct. 31, '30	6
	Nov. 14, '30	9
	Dec. 26, '30	13
	May 2, '30	15
	May 9, '30	3

Trailer

Anniversary of Sound

	April 18, '30	4
--	---------------	---

Anti-Daylight Saving

	Feb. 14, '30	10
--	--------------	----

Anti-Lenten Slump

See EXPLOITATION — GENERAL—Fashion Shows HOLIDAYS—EASTER

Suggestions	Feb. 25, '28	4
"	Jan. 19, '29	2
"	Feb. 14, '30	1, 2
"	Feb. 25, '30	3

"Bad Weather"

Campaigns	Jan. 10, '30	9
"	Jan. 24, '30	11
"	Feb. 7, '30	5
"	Feb. 14, '30	2
"	Nov. 14, '30	5

Bargain Matinees

Campaigns	May 11, '29	11
"	June 8, '29	4
"	Aug. 3, '29	11
"	Sept. 20, '29	2
"	Jan. 24, '30	4
"	Mar. 21, '30	1
"	June 6, '30	8, 10

Blue Monday

Campaigns	Oct. 18, '29	2
"	Oct. 25, '29	1
"	Nov. 1, '29	1
"	Nov. 8, '29	1
"	Nov. 15, '29	3
"	Nov. 22, '29	6
"	Nov. 29, '29	6
"	Dec. 6, '29	11
"	Dec. 27, '29	9
"	Feb. 14, '30	9
"	Mar. 28, '30	11
"	June 20, '30	10

"Blue Ribbon Month"

Campaigns	May 11, '29	6, 7, 8
"	April 18, '30	9
"	June 13, '30	3

Change of Theatre Name

Congratulatory merchants ad	June 22, '29	11
Co-op sign	Oct. 11, '29	3
Mayor tied-in	Oct. 11, '29	3
"	Oct. 18, '29	6
Slogan Contest	Aug. 3, '29	3
Star-help via Reeve	Feb. 15, '29	2

Change of Policy

Campaigns	May 11, '29	5
"	July 30, '29	5
"	Feb. 21, '30	6
"	July 4, '30	6

Child Patronage

See TIE-UPS, SCHOOLS

Ad	July 25, '30	11
Boys' Band	Sept. 19, '30	7
Campaign	July 18, '30	6
"	June 6, '30	3, 4
Children's Day	Nov. 14, '30	7
Children's Nat'l Book Week	Nov. 14, '30	4
Child Safety Week	Sept. 19, '30	9
Circuit Campaign	Oct. 31, '30	3

Child Patronage (Continued)	Date of Issue	Page No.
Clubs	Mar. 28, '30	5
"	May 2, '30	6, 13, 14
"	July 25, '30	6
"	Aug. 15, '30	9
"	Aug. 29, '30	9
"	Sept. 12, '30	4
"	Sept. 26, '30	3
"	Oct. 3, '30	9, 10
"	Oct. 10, '30	7
"	Oct. 31, '30	5
"	Nov. 28, '30	9
"	Dec. 12, '30	9
"	Dec. 26, '30	9, 11
General	Nov. 14, '30	4
Kiddie Revue	Aug. 22, '30	10
Lobbies for Children	July 25, '30	16
Pictorial Copy	July 25, '30	1
Serial Campaign	Sept. 19, '30	4
"	Nov. 28, '30	2
Trailer	July 18, '30	2
"	July 25, '30	11
Treasure Hunt	Aug. 1, '30	9

Christmas Drive

See HOLIDAYS—CHRISTMAS

Campaigns	Nov. 8, '29	1, 2, 3
"	Nov. 15, '29	1, 2
"	Nov. 22, '29	1, 2, 5
"	Nov. 29, '29	1, 2, 3, 10
"	Dec. 6, '29	2, 3, 4, 5, 6
"	Dec. 13, '29	2, 3, 4, 5
"	Dec. 20, '29	2, 3, 4
"	Dec. 27, '29	2, 3, 6
"	Jan. 3, '30	3, 4, 7
"	Jan. 10, '30	10, 11
"	Jan. 17, '30	5, 10
"	Jan. 24, '30	11
"	Jan. 31, '30	4
Doll Contest	Oct. 17, '30	10
General	Oct. 31, '30	11
"	Nov. 14, '30	4
"	Nov. 28, '30	5, 11
"	Dec. 12, '30	3
"	Dec. 26, '30	15
Thanksgiving Day Parade	July 18, '30	7
"	Oct. 3, '30	1

"Consolidation"

Campaign	Nov. 15, '29	9
----------	--------------	---

Extending Trade Area

	July 4, '30	6
--	-------------	---

Fall Activity

Campaign	Dec. 12, '30	6
----------	--------------	---

February

See HOLIDAYS—VALENTINE'S DAY

	Feb. 14, '30	6
	Feb. 21, '30	7

Hot Weather

See SELLING REFRIGERATION

Addressing Tourists	May 25, '29	4, 5
Campaign	May 23, '30	10, 12
"	June 6, '30	8
"	July 18, '30	2
"	Sept. 19, '30	3
"	Aug. 15, '30	8

New Show World

	Sept. 20, '29	6
	Sept. 27, '29	6
	Dec. 20, '29	11
	Aug. 1, '30	8
	Aug. 15, '30	8
	Aug. 22, '30	6, 12
	Sept. 26, '30	6
	Dec. 12, '30	8

Opening

	Dec. 8, '28	4, 6
	Jan. 5, '29	4
	Mar. 2, '29	2
	Mar. 16, '29	7
	Oct. 25, '29	2
	Nov. 1, '29	2
	April 25, '30	8
	May 2, '30	11, 14
	July 11, '30	7
	July 18, '30	8
	Aug. 15, '30	1, 7, 10
	Sept. 12, '30	5
	Oct. 3, '30	7
	Oct. 31, '30	10
	Nov. 14, '30	11
	Dec. 12, '30	9

Pageant of Progress

	May 2, '30	1, 2, 10, 11, 12, 15
--	------------	----------------------

Paramount Month

Date of Issue	Page No.
Aug. 3, '29	8

Patriotic Week

June 20, '30	1, 3, 5
June 27, '30	1
July 4, '30	2
Aug. 22, '30	5
Sept. 12, '30	6

Premieres

Feb. 7, '30	3, 11
Mar. 21, '30	4
Mar. 28, '30	6, 7, 11
April 4, '30	2
April 25, '30	6, 7, 11
May 2, '30	10
May 16, '30	5
Dec. 26, '30	12

Prosperity Week

Aug. 22, '30	1, 3
Sept. 19, '30	1
Sept. 26, '30	4
Oct. 3, '30	6, 11
Oct. 10, '30	7, 11
Nov. 14, '30	10

Re-Opening

Campaigns	Feb. 2, '29	7
"	Nov. 1, '29	8
"	Nov. 29, '29	9
"	Jan. 10, '30	4, 10
"	Mar. 7, '30	10
"	May 16, '30	15
"	Aug. 15, '30	7
"	Sept. 19, '30	8
"	Sept. 12, '30	10
Co-op Merchant Ad		

School Re-opening

Campaigns	Aug. 17, '29	3, 4, 10
"	Sept. 14, '29	10
"	Sept. 12, '30	1
"	Dec. 12, '30	9
General	Aug. 8, '30	1
Newsreels	Oct. 11, '29	3
School Book Matinee	Oct. 17, '30	8

Sectional

	July 25, '30	10
	Dec. 26, '30	7

Selling Refrigeration

Ads	Aug. 3, '29	8
"	May 9, '30	10
"	Aug. 25, '28	5
"	Aug. 31, '29	8
Campaign	June 6, '30	8
"	Aug. 1, '30	2
"	Sept. 14, '29	8
Co-op ad	June 22, '29	5, 9
Copy	Nov. 15, '29	4
Drug store tie-up	July 18, '30	6
Front	June 30, '28	6
General	June 8, '29	7
"	July 6, '29	11
"	April 18, '30	1
"	July 20, '29	6
"	May 30, '30	3
"	Aug. 1, '30	6
"	Aug. 15, '30	5
"	July 20, '29	8, 9
"	May 9, '30	10
"	July 20, '29	5
"	Aug. 3, '29	5
"	May 11, '29	3
"	June 6, '30	8
Refrigerator Show		
Slogan Contest		
Stories		
"		
Trailers		
"		

Sound Train

	July 20, '29	5
	Aug. 31, '29	10
	Oct. 4, '29	5
	Oct. 25, '29	3
	Nov. 1, '29	5
	Nov. 29, '29	4, 8
	Dec. 20, '29	7
	Dec. 27, '29	10
	Jan. 3, '30	9
	Jan. 24, '30	4
	June 13, '30	12
	July 25, '30	7
	Aug. 22, '30	10

Spring Jubilee

	May 16, '30	2, 3
--	-------------	------

Spring Trade Week

	Mar. 28, '30	2, 4
	April 25, '30	6
	May 30, '30	11

Sunday Opening

	Date of Issue	Page No.
Campaign	Dec. 27, '29	11
"	Sept. 5, '30	7
"	Sept. 19, '30	11
"	Nov. 28, '30	12
Copy, Ideas	Sept. 27, '29	7
Free movies in parks	July 6, '29	3
Sacred concerts	June 30, '28	7

Take a Chance Week

Ads	Feb. 11, '28	3, 5, 6, 7
Campaigns	Mar. 19, '28	5
"	May 2, '30	14
Newspaper contest	Feb. 14, '30	10
Stories	Feb. 11, '28	1, 3
Stunt	April 11, '30	11

Thank You Month

	Mar. 16, '29	3
	Oct. 11, '29	6

POLICY

Read All Editorials

ADVERTISING, PUBLICITY AND EXPLOITATION

Abuse of trailers	Dec. 27, '29	3
"	Feb. 14, '30	1
Ad Budgets flexible	Dec. 12, '30	1
Adhere to Company Policies	July 4, '30	2
Advertise Paramount		
Sound News	Nov. 22, '29	1
Aim for child patronage	Oct. 3, '30	3
Best campaigns on average		
shows	Oct. 4, '29	1
Buy printing, engraving		
carefully	Oct. 10, '30	1, 5
Common sense furnishes best		
appeal	Oct. 10, '30	9
Concentrate on newspapers	Mar. 28, '30	11
"	July 11, '30	2
Debunk Exploitation	Dec. 26, '30	4
Develop trade areas	Feb. 14, '30	1
"	Oct. 3, '30	11
Disturbing ballyhoos banned	July 20, '29	3
Diversify sales effort	June 27, '30	8
Don't deface periodicals	Aug. 15, '30	1
Don't dispute rival claims		
publicly	June 6, '30	1
Don't kill illusion	July 20, '29	4
Don't overemphasize ex-		
ploitation	Oct. 17, '30	1
Exploit sound perfection		
sanely	May 16, '30	16
Forced publicity illegal	Aug. 22, '30	1
Good will necessary	Aug. 1, '30	1
"Guest Tickets" not "Free		
Tickets"	Jan. 3, '30	8
Institutional	Jan. 3, '30	1
"	July 18, '30	3
"	Aug. 15, '30	1
Keep Costs out of Publicity	Oct. 3, '30	1
"		
Make Tie-up Mutually		
Beneficial	Sept. 19, '30	1
Midnight shows	Nov. 28, '30	9
M.P.P.D.A. Code	June 27, '30	1
New business with each film	Dec. 12, '30	1
Newspaper difficulties	Mar. 7, '30	1
No regional publications	July 11, '30	1
One ad only to defray print-		
ing expenses of heralds	Dec. 20, '29	8
Outdoor Advertising	Jan. 3, '30	2
Preview trailers	Dec. 20, '29	1
Publix wants no fakes	July 20, '29	3
"	Aug. 3, '29	2
"	Aug. 17, '29	2
"	Aug. 15, '30	3
"	June 22, '29	1
Salacious Advertising	April 25, '30	1
"	May 9, '30	10
"	Dec. 26, '30	5
Sell average films hard	Oct. 31, '30	1
Sell entire program	Nov. 28, '30	8
Sell newsreels	Sept. 19, '30	3
Sell pictorials	Dec. 12, '30	11
Sell Publix symbol	Aug. 15, '30	1
Sell stage shows	June 13, '30	3
Stimulate neighborhood		
interest	Aug. 15, '30	2
Stress lower admission		
prices	Mar. 21, '30	1
Trailer cutting barred	Oct. 31, '30	1
Use bound volumes	July 25, '30	1
Use small space	May 30, '30	12

OPERATING

Advances to employees	Dec. 12, '30	2
Attitude towards A.F. of M.	Nov. 8, '29	9
Action, not memos	May 9, '30	1
Beware of gossip	July 18, '30	12
Company is human	Nov. 28, '30	2
Contact with Paramount	May 2, '30	1
Contracts	April 25, '30	1, 7
"	July 4, '30	1
"	Oct. 31, '30	1

	Date of Issue	Page No.
Operating (Continued)		
Cost Control	Oct. 18, '29	1
" "	Dec. 13, '29	1, 9
" "	Dec. 20, '29	5
" "	Jan. 24, '30	1
" "	Feb. 14, '30	1
" "	May 16, '30	1
" "	June 27, '30	10
Discourage loiterers	Sept. 19, '30	1
Discourage studio visitors	July 11, '30	1
Foreign version films	Dec. 26, '30	4
General	Aug. 17, '29 in toto	
	Aug. 31, '29 in toto	
	Feb. 28, '30	1
"Know Your Organization"	Mar. 14, '30	1, 3, 4, 5
" "		8, 9, 11
" "	April 18, '30	1
" "	April 25, '30	1
" "	May 2, '30	1
" "	May 9, '30	6-9
" "	May 16, '30	4-11
" "	May 23, '30	10
" "	June 13, '30	4-10
" "	July 11, '30	4, 5
Speeches by Mr. Katz	May 16, '30	6, 7, 11
" "	June 13, '30	4-10
" "	Dec. 26, '30	1
Leased premises	Nov. 28, '30	3
Legal	May 23, '30	7
Lent	Feb. 21, '30	1
Live fronts at off periods	Nov. 28, '30	3
Lobby merchandising	Feb. 28, '30	1
Manpower	Sept. 20, '29	1
" "	Jan. 24, '30	1
" "	Mar. 21, '30	1
" "	April 11, '30	1
" "	April 25, '30	4
" "	May 9, '30	1
" "	May 16, '30	8, 10
No price cutting	Mar. 28, '30	1
" "	July 4, '30	1
One Hundred Per Cent Club	Dec. 26, '30	3
Passes	Dec. 6, '29	1
" "	Dec. 20, '29	1
" "	Jan. 3, '30	1
" "	April 25, '30	1
Play shorts with long features	April 4, '30	1
Relaying radio programs from stage	April 25, '30	7
Renew licenses promptly	Nov. 28, '30	3
Screen Advertising	April 25, '30	1
" "	May 2, '30	1
Sound Surveillance	Oct. 25, '29	1
" "	Jan. 24, '30	1
" "	Mar. 21, '30	1
" "	June 6, '30	1
" "	Oct. 17, '30	1
Style Films	June 20, '30	1
Support Commercial Shorts	Nov. 28, '30	5
Trade paper subscriptions	Dec. 12, '30	2
Use of PUBLIX OPINION	Jan. 3, '30	1

THEATRE OPERATION

FRONT HOUSE

Articles by Stoddard	Jan. 17, '30	4
" "	Jan. 31, '30	4
" "	Feb. 14, '30	4
" "	Feb. 28, '30	4
" "	June 6, '30	10
Autumn Theatre Inspection	Aug. 29, '30	1
Check Pass Lists	Aug. 1, '30	1
District Managers' Check	July 11, '30	9
Handling Funds	Sept. 12, '30	1
Ideal house temperatures	Aug. 1, '30	8
Operating faults	May 2, '30	4
" "	May 16, '30	3
Quiz	May 16, '30	12
" "	May 23, '30	10
" "	May 30, '30	4
" "	June 6, '30	7
" "	June 27, '30	8
" "	July 4, '30	6
" "	July 13, '30	2
" "	May 25, '29	6
Service staff schedules		
Treatment of aged and infirm	Oct. 25, '29	6
Training ushers	May 2, '30	10

GENERAL

Accident & Fire prevention	July 4, '30	5
Air conditioning plant check	Jan. 17, '30	8
Article by M. S. Hill	Sept. 26, '30	10
Candy Sales	July 25, '30	3
" "	Aug. 8, '30	5
Emergency P. A. system	Oct. 25, '29	4
Feature Epilogue	Oct. 31, '30	3
Feature Prologues	Sept. 5, '30	7
" "	Oct. 10, '30	7
Heating equipment check	May 9, '30	3
Keep spare machine parts on hand	Oct. 3, '30	3
Legal Angles	July 4, '30	5
Maintenance of motors	Nov. 22, '29	6
Manpower Analysis	July 18, '30	10
Merchandising & Operating Quiz	June 20, '30	8
Music—special stage band arrangements—available	Dec. 13, '29	10
Organ Maintenance Important	Dec. 12, '30	12
Return trailers	July 25, '30	1
" "	Aug. 8, '30	1
Scoring newsreels	Nov. 15, '29	7
Sensible economies	July 25, '30	8
Stagecraft glossary	Oct. 10, '30	8
Standardized stage layout and lighting equipment	April 25, '30	10
Theatre check	Oct. 4, '29	6, 7
Ticket orders	Nov. 14, '30	5
" "	Dec. 12, '30	3
" "	Nov. 14, '30	5
Use care in cashing checks		
War picture presentation plot	June 6, '30	6
Wring Operation Dry!	Aug. 29, '30	11

LIGHTING

Check voltages	Mar. 28, '30	3
Comparison of color media	Nov. 22, '29	6
General	Nov. 22, '29	6
Graybar lamp list	Aug. 31, '29	11
Hints	June 8, '29	6
" "	July 6, '29	6
" "	June 22, '30	8
" "	Oct. 17, '30	9
" "	Oct. 31, '30	9
Intensities	April 11, '30	9
Ordering lamps	Nov. 22, '29	6
Precepts	May 30, '30	9
Relation of color and music	April 18, '30	11

PROGRAM CONSTRUCTION

Cartoons	Aug. 15, '30	5
General	April 27, '29	1
" "	May 25, '29	3, 5, 6
" "	June 8, '29	2
" "	June 22, '29	2
" "	Aug. 3, '29	11
" "	Jan. 3, '30	1
" "	Feb. 14, '30	1
" "	Mar. 14, '30	5
" "	April 4, '30	1, 5
" "	May 2, '30	1, 7
" "	June 6, '30	1
" "	June 13, '30	1, 2
" "	June 27, '30	1
" "	Aug. 8, '30	2
New York Program Plots	Mar. 7, '30 to Dec. 26, '30 inclusive	
Study audiences	July 4, '30	4
Watch details	Sept. 5, '30	2

SOUND & PROJECTION

Amplifiers	Oct. 11, '29	8
"Bad prints" not always bad	Feb. 21, '30	12
Batteries	April 11, '30	8
"B" Batteries	Sept. 27, '29	8
Brenkert effects available	May 16, '30	5
Brenkert overture presentation	April 25, '30	10
Carbons	Nov. 1, '29	4
Checking apparatus	June 22, '29	12

Cleaning fader	Jan. 10, '30	12
" "	Jan. 17, '30	12
Cleaning fader contacts	May 25, '29	12
Cleaning film	Nov. 8, '29	4
Cleaning films—disc transfer panel	May 25, '29	12
Cleanliness and lubrication	April 4, '30	2
Clean screens	Jan. 31, '30	12
Cutting of subjects forbidden	Oct. 4, '29	3
Daily horn inspections	Nov. 8, '29	6
Daily sound check	Jan. 17, '30	2
" "	Jan. 24, '30	1
Defective splices	Nov. 8, '29	4
Defective tubes	June 22, '29	12
Defects	Nov. 1, '29	4
Defects in reproduction	July 4, '30	11
Dirty film	Nov. 1, '29	8
Dirty socket contacts	Dec. 20, '29	12
District Managers' check	May 30, '30	11
Don't demount films	Aug. 17, '29	1
Effects	July 25, '30	3
Effect slides	Aug. 8, '30 3, 9, 10, 11	
" "	Aug. 29, '30	3
Emergency trouble	June 6, '30	7
Equalizing volume	July 20, '29	12
Exciting lamps	Sept. 14, '29	12
Flutter	Feb. 14, '29	12
Gain control as emergency fader	Nov. 15, '29	8
General	Nov. 1, '29	4
" "	Nov. 15, '29	4
Grid leak trouble	Nov. 22, '29	8
Hearing tests	July 6, '29	11
Horn pointing	April 25, '30	7
Horn settings	Aug. 31, '29	3
Lenses—tests & maintenance	Nov. 1, '29	4
Maintain constant film speed	Jan. 24, '30	7
Maintain spare parts stock	Nov. 28, '30	4
Meter readings	Feb. 28, '30	12
Microphonic tubes	Sept. 20, '29	8
Minimize house noise	Dec. 12, '30	4
Newsreel presentation	May 2, '30	1
Oil mechanism	Nov. 8, '29	8
" "	Feb. 7, '30	12
Ordering supplies	Jan. 24, '30	12
Photo electric cells	Dec. 27, '29	12
" "	Jan. 3, '30	12
Projection glossary	Aug. 8, '30	8
" "	Aug. 15, '30	8
" "	Aug. 22, '30	8
" "	Aug. 29, '30	8
" "	Sept. 12, '30	10
" "	Sept. 19, '30	5
" "	Sept. 26, '30	8
" "	Oct. 3, '30	8
Projection room maintenance	Nov. 8, '29	4
Projection Quiz	April 11, '30	11
" "	April 18, '30	5
" "	April 25, '30	4
" "	May 2, '30	7
Rectifiers	Oct. 4, '29	8
Rehearsals	April 18, '30	2
Replacement of equipment	June 27, '30	11
Reproducer drift	Aug. 17, '29	11
Requisitions for supplies	Aug. 8, '30	8
Returning equipment	Dec. 12, '30	11
Reverberation	May 30, '30	4
Service & Inspection reports	Aug. 29, '30	8
Service requests	June 20, '30	10
Sound Distribution	May 2, '30	6
" "	May 9, '30	2
" "	May 23, '30	10
Sound Projection Defects and causes	Oct. 17, '30	4
Sound Quiz	Feb. 7, '30	4
" "	Feb. 14, '30	4
" "	Feb. 21, '30	4
" "	Feb. 28, '30	4
" "	Mar. 7, '30	12
" "	Mar. 14, '30	12
" "	Mar. 21, '30	12
Spare parts cabinet	May 16, '30	15
Testing tubes	Dec. 6, '29	8
Trouble in sound projection	May 11, '29	11
Types of film damage	Nov. 8, '29	4
Volume control	Mar. 28, '30	2
Watch disc system in cold weather	Nov. 29, '29	8
Watch springs in 211 E tubes	Aug. 3, '29	12
Weekly Projection Room Reports	Oct. 18, '29	8
" "	Oct. 25, '29	8
" "	Dec. 13, '29	12



